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Real Living Inc. Launches New Advertising Campaign

Real estate leader redefines advertising in real estate by targeting women

COLUMBUS, Ohio (March 20, 2006) – Women are the fastest-growing segment of homebuyers, but no one in the residential real estate business has marketed to them – until now. Real Living Inc., the nation’s fifth-largest residential real estate firm, is unveiling a unique advertising campaign targeting this influential consumer throughout 2006.

Real Living Inc. will begin running its industry-changing television, radio and Web advertising spots to consumers this month. The campaign features four different consumer types – first-time buyer (newlyweds), growing family buyer, practiced purchaser and empty nester – and their testimonials, which are based on real-life stories Real Living has received. Each ad highlights the technology-savvy agent who created the perfect buying experience for each client.

“Research proves women are the key decision makers in more than 80 percent of all consumer purchases, and the real estate process is no different. When it comes to the home-buying and -selling process, with all its components – agent selection, neighborhood choice and home search – it’s their call, and their clout will continue to increase in the future,” said Kaira Sturdivant Rouda, Real Living’s chief operating officer. “What makes our ad campaign unique is that no one in our industry has talked specifically to them before. We’re changing that.”

The campaign focuses on consumers, ages 25-54, and homeowners with a household income of \$75,000.

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The TV spots mix still photography with animation to create a dynamic campaign unlike any other real estate marketing initiative today. "The new ad campaign represents the next phase in the evolution of the Real Living brand and our goal to change the face of residential real estate. The early focus was on red and round, utilizing the lava lamp as an icon. Now, we're focusing on the "real" aspect, using real people and their experiences as the basis for our spots," said Erin Corrigan, Real Living's creative director.

Real Living partnered with LeftChannel, an Ohio-based motion and design agency, to create the television spots. "Commercials are no good if people don't watch them," said Rainer Ziehm, LeftChannel's principal. "The idea was to create a series of commercials that combine realistic people and objects with surrealistic environments. The result is cool imagery that flows seamlessly with a story that they can relate to and promotes the Real Living brand." The agency's clients include Honda, Sony, American Greetings, Limited Brands and Bristol-Myers Squibb.

The new spots will appear on popular television shows such as "Grey's Anatomy," "Desperate Housewives," "CSI Miami," "House," "Law and Order," "American Idol" and "Oprah." The ads will appear on all major network news stations and cable networks including HGTV, TLC, USA and more. Web advertising will appear on Yahoo!, Google, AOL and more.

"The goal is to drive consumers in the market for buying and selling a home to the Real Living Web site, where they'll find all of the online services they need to personalize, organize, save and share information," Rouda said.

About Real Living Inc.

Real Living Inc. is the largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country. It boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living was awarded the 2005 Inman Innovator Award by *Inman News*, ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management and home warranties. For more information or to learn more about growth opportunities with Real Living, visit RealLiving.com.

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