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Real Living Wins Real Estate WebAward from Web Marketing Association
RealLiving.com earns Standard of Excellence

COLUMBUS, Ohio (Oct. 4, 2006) – Real Living Inc., the fourth-largest real estate firm in the country, recently announced that it won the Web Marketing Association’s (WMA) 2006 Real Estate Standard of Excellence WebAward for its Web site, RealLiving.com. The distinction is awarded annually to firms for outstanding achievement in Web site development.

“As the Internet continues to grow in importance for consumers, we strive to position our site as the number one real estate destination,” said Kaira Sturdivant Rouda, chief operating officer of Real Living. “We are honored to receive such high accolades from our marketing peers for our Web development efforts.”

Created with the female consumer in mind (ages 25-54), RealLiving.com was launched in 2002. Consumers can search for homes nationwide; find their perfect agent match; easily access valuable buying and selling information; receive a comparative market analysis; get pre-approved for a mortgage; and take quizzes on topics ranging from home style to Feng Shui. The site also offers consumers a one-stop shop for their real estate needs, including mortgage, title, home warranty and relocation services. And consumers can also sign up for a MyRealLiving account, which allows them to organize, personalize, save and share properties and information seamlessly.

RealLiving.com receives 15 million page views, on average, per month.

Founded by the WMA in 1997, the WebAwards is the standards-defining competition that sets industry benchmarks based on the seven criteria of a successful Web site – Web site design, copy writing, innovation, content, interactivity, navigation and use of technology – and provides a forum to recognize the people and organizations responsible for developing some of the most effective Web sites on the Internet today. RealLiving.com was among 2,300 sites from 35 countries that were adjudicated in 96 industry categories during this year’s competition.

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This year's judges included members of the media, advertising executives, Web site designers, creative directors, corporate marketing executives, content providers and webmasters.

About Real Living Inc.

Real Living is the fourth-largest real estate firm in the country. It boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices throughout 12 states. Real Living was awarded the 2005 Inman Innovator Award by Inman News and ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises. Each month, Real Living's Web sites receive nearly 15 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 about Real Living, visit RealLiving.com.

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