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## **Real Living and Prudential California Realty Create Unique Partnership**

*Sherry Chris to move from Real Living to COO for Prudential*

**COLUMBUS, OH** – (July 15, 2005) – In a move sure to keep the real estate industry buzzing, Real Living CEO Harley E. Rouda Jr. announced today the move by Sherry Chris, president of Real Living Network Services, to the position of Chief Operating Officer for Prudential California Realty. Chris' move to the West Coast allows the two like-minded firms to continue exploring industry-leading collaboration and partnerships. In her new role, Chris will oversee the sales and operations of Prudential California's business in California and Nevada.

“Over the past couple of years we have worked closely with Ed Krafchow and Dave Cobo - principals of Prudential California - to strategize, share ideas and best practices. We have formed a close working relationship,” said Rouda. “Both of our companies believe in the importance of innovation, technology platforms and maintaining an agent-centric business model in the face of continuing competition and industry consolidation. When the opportunity to enhance the leadership team at Prudential California arose, Sherry became the obvious choice, as she will continue to build the bridge between our two progressive companies.”

Chris, who joined Real Living in 2003 from Royal LePage in Canada, will assume her new position on July 15<sup>th</sup>, 2005. In addition to her duties at the company, Chris is Chair of The Realty Alliance and recently was named one of the “Fab Five” by LORE Magazine.

Individuals interested in learning more about a career in real estate can visit the “Join Us” section of RealLiving.com to learn more about the real estate profession, the benefits of becoming a Real Living agent and how Real Living's tools and services help its agents be the best in the industry.

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### **About Real Living**

The largest independently owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visits each month. Real Living, Inc. 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, Inc., visit [www.realliving.com](http://www.realliving.com).

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