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Real Living Launches New Network Site, Expands Franchise Sales Team
Rapid growth drives addition of new resources

COLUMBUS, Ohio (June 11, 2007) – Real Living announced today the launch of a new network services Web site – www.RealLivingFranchise.com – and an expansion of its nationwide sales team in response to the accelerated growth of its franchise network.

Real Living's franchise network has grown 300 percent since 2005. In recognition of its success, Real Living was named one of the best new franchises by *Entrepreneur Magazine* and was recognized by Inman News as real estate's "Most Innovative Franchise".

"Buying a franchise is a huge investment, and you should get all of the facts before you choose a partner," said Kaira Sturdivant Rouda, president of Real Living. "Our new site and expanded team will help make it clear that we offer a set of benefits, technologies and values that set us apart from any other organization in real estate."

Visitors to the new network site will find:

- A list of 10 questions every person must ask before purchasing a real estate franchise
- Video stories from Real Living franchise owners from across the country
- A three-minute video explaining the Real Living difference
- A schedule of webinars, trade show appearances and company events

To learn more and connect with a local sales representative, visit www.RealLivingFranchise.com.

About Real Living Inc.

Real Living, a family-owned company based in Columbus, Ohio, is one of the nation's fastest-growing real estate firms. The company manages more than 70 company-owned real estate offices and has a growing network of franchisees coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also offers nationwide corporations industry leading relocation management services. Real Living was named one of the best new franchises by *Entrepreneur Magazine* and winner of the Inman Innovator Award, multiple Webby Awards and many more for their marketing efforts. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit www.RealLiving.com or www.RealLivingFranchise.com.

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