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Real Living Named “Up and Comer” by Franchise Times
Real estate franchisor ranked No. 225 out of top 300 franchise systems

COLUMBUS, Ohio (Dec. 18, 2007)—Real Living Inc., one of the nation’s fastest-growing residential real estate firms, was named to Franchise Times’ annual Up and Comers list, a group of 100 up-and-coming franchise companies. Real Living, one of 24 franchisors new to the list, ranked No. 225 on Franchise Times’ list of the nation’s 300 largest franchise systems based on worldwide sales and unit counts for 2006. Real Living was the only real estate franchise system ranked on the Up and Comers list, and one of just six real estate franchisors among the top 300.

“We’re honored to be recognized by Franchise Times for the tremendous growth and success of our national franchise network,” said Kaira Sturdivant Rouda, president of Real Living. “All of our franchise partners have been instrumental in our growth and success because they share our commitment of growing and connecting with a new generation of homebuyers and sellers.”

The Up and Comers combined to generate \$11.1 billion in sales across 31,700 company and franchised units around the world in 2006. Restaurants accounted for 28 percent of sales, followed by retail (14 percent), home services (10 percent) and automotive services (9 percent).

Real Living’s franchise network has grown 300 percent since 2005. In recognition of its success, Real Living was named one of the Top 50 Fastest-growing, Women-led Companies by Entrepreneur magazine and was recognized by Inman News as real estate’s Most Innovative Franchise. In addition, RealLivingFranchise.com was launched in June 2007 in response to the accelerated growth of Real Living’s franchise network.

Franchise Times Corporation is based in Minneapolis, Minn., and operates Franchise Times magazine, a news and information source for the franchising community. For more information, visit FranchiseTimes.com.

About Real Living Inc.

Real Living, based in Columbus, Ohio, is one of the nation’s fastest-growing real estate franchisors with more than 4,000 agents and 170 offices, coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also provides 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. 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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