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**Real Living CEO Named One of Real Estate's Most Influential**  
*Harley Rouda Jr. recognized by Inman News for third consecutive year*

**COLUMBUS, Ohio** (Oct. 16, 2007) – Harley Rouda Jr., chief executive officer and managing partner at Real Living Inc., one of the nation's fastest-growing residential real estate firms, was recently named one of the 100 Most Influential Real Estate Leaders by *Inman News* for the third consecutive year.

The annual ranking compiled by *Inman News*, a leading real estate news service, recognizes the industry's highest-profile individuals from six categories including: brokerage; technology and online real estate; trade associations and government agencies; media, economics and academics; and mortgage and ancillary services. Rouda was selected for the brokerage category for embracing leadership, innovation, ingenuity, power and persistence.

In 2002, Rouda spearheaded the creation of Real Living, an agent-centric, consumer-focused company that would grow to lead the residential real estate industry in marketing technology, training services and support. The company has created a successful business model and is now in 20 states with more than 160 offices.

Rouda earned the Ernst & Young Entrepreneur of the Year award in June 2002, in recognition of his industry leadership, innovation and entrepreneurial spirit. Earlier this year, he and Kaira Sturdivant Rouda, president of Real Living, received the Corporate Value Award for their ability to continue to create the greatest corporate value for their company through economic, financial, job, organic and acquisition growth.

Prior to entering the real estate industry, Rouda worked for the national law firm of Porter, Wright, Morris and Arthur, specializing in capital information, securities work and intellectual property. He serves or has served on the board of directors of numerous for-profit and not-for-profit companies, including Rocky Shoe and Boots, Insight Bank, The Realty Alliance and the Greater Columbus Chamber of Commerce.

**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 160 offices, 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. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit [RealLiving.com](http://RealLiving.com) or [RealLivingFranchise.com](http://RealLivingFranchise.com).

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