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Harley Rouda Jr. to Serve as Panelist at RISMedia's Power Broker Forum at National Association of Realtors® Conference

COLUMBUS, Ohio (Nov. 9, 2006) – Real Living Inc. announced that CEO and Managing Partner Harley Rouda Jr. will serve as one of the panelists for RISMedia's 11th Annual Power Broker Forum during the REALTORS® Conference & Expo in New Orleans.

This year's Power Broker Forum will be held at The Morial Convention Center on Friday, Nov. 10, from 1-3 p.m.

"This changing market has brought with it new challenges," says RISMedia President and CEO John Featherston. "To that end, we have once again brought together many of the top minds in the industry for this year's Power Broker Forum. They will tackle the tough and topical issues facing today's Realtors and offer thoughts and ideas that brokers and agents can take back with them and implement in their own businesses."

This year's session, "Managing in a New Market", is geared toward showing brokers and agents how to keep their businesses moving forward in a shifting market, from how Realtors can articulate and promote their skills and value to back-to-basics training for newer agents.

Panelists will also tackle tough industry issues, such as the media's role in the changing market, the idea of a national MLS and the major issues involved in banks' attempts to move into real estate.

Featherston and Jim Sherry, president of Innovative Solutions, will serve as moderators.

In addition to Rouda, other panelists include: Brian Buffini, chairman and founder of Buffini & Company; Earl Lee, president of Prudential Real Estate Affiliates; Dave Liniger, chairman of the board and co-founder of RE/MAX International; Alex E. Perriello, president & CEO of Realogy Franchise Group; and Arthur Sterbcow, president of Latter & Blum Inc., Realtors.

For more information about the Power Broker Forum, visit www.powerbrokerevent.com.

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About Real Living Inc.

Real Living Inc., the fourth-largest real estate firm in the country, boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News*, ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 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, visit www.RealLiving.com.

About RISMedia

RISMedia has been the leading source for real estate news and information since 1980. Its widely read publications include *Real Estate magazine*, *The Power Broker Network Report*, *The Power Team Report* and *Daily e-News*, published daily and circulated to over 300,000 industry professionals. In addition, RISMedia hosts several key industry educational and networking events, including: The Real Estate Leadership Conference; The Power Broker Forum, Reception & Dinner; The Power Broker Forum at NAR Midyear; and the RISMedia CEO Exchange. Visit www.rismedia.com for the latest industry news and information.

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