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Top National Agent Joins Real Living

Jim Striegel brings 38 years of business, real estate, marketing expertise

COLUMBUS, Ohio (July 12, 2006) – Jim Striegel, ranked one of the country’s top five residential real estate agents, is a new partner with Real Living Lone Star, a Real Living Inc. franchise in the Dallas/Fort Worth area.

Striegel previously was affiliated with Keller Williams, where he was the real estate company’s No. 1 residential agent nationwide in 2004 and 2005. He has also been the No. 1 agent in Texas for the past four years.

“We are excited to have Jim join our team. As we continue to expand our national presence, he exemplifies the caliber of franchisees we’re trying to attract, and he will be an invaluable resource to help us recruit other like-minded agents,” said Harley E. Rouda Jr., chief executive officer and managing partner of Real Living, the nation’s fourth-largest residential real estate company.

Striegel, who has participated in more than 1,500 home buying and selling transactions, said he was impressed with Real Living’s agent-centric environment, forward-thinking business philosophies and technology innovations. “Real Living is an out-of-the-box thinker, especially in its progressive attitude toward agents. It’s a place where true entrepreneurial spirit prevails. Agents have access to the most cutting-edge technology and tools, and the ability to utilize them however they need to be successful,” he said.

Before obtaining his real estate license in 2000, Striegel spent 32 years in business in the automotive and retail industries. In the ‘90s, he bought seven struggling car dealerships, turned them around and then resold them. He also spent time in the apparel industry. He toyed with the idea of applying his business and marketing expertise in the financial service sector, when real estate caught his attention.

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"I realized there was a tremendous void in the real estate industry for basic business knowledge. Most agents don't understand marketing and the importance of a business plan," Striegel said. In addition to building a successful real estate practice in record time, Striegel also launched a coaching business for agents in January.

About Real Living Inc.

The largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country, Real Living Inc., boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc 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 15 million page views. 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 about Real Living Inc., visit www.RealLiving.com.

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