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Real Living Opens First Office in Georgia

Real estate franchisor opens new offices in Georgia, Massachusetts and Texas

COLUMBUS, Ohio (July 31, 2008)—Real Living Inc., the first women-focused brand in real estate, announced the opening of new offices in Massachusetts, Texas and its first office in Georgia.

“Consumers and brokers alike are anxious for a new real estate experience,” said Kaira Sturdivant Rouda, president of Real Living. “Our new partners in Georgia, Massachusetts and Texas will satisfy that need by providing value through innovation and a brand that truly connects with today’s consumers.”

“I was very impressed with the extensive technology tools Real Living has to offer,” said Randy Parker, broker/owner of Real Living Advantage. “The customer support and commitment to recruiting was unlike anything I had ever seen in the industry.”

New locations include:

Real Living Advantage is located at 335 Nob North Drive, Cohutta, GA 30710 and can be reached at (706) 529-6085 or www.RealLivingAdvantage.com. It is operated by Broker/Owner Randy Parker.

Real Living Barbera Associates is located at 451 Grove St, Worcester, MA 01605 and can be reached at (508) 852-4227 or www.RealLivingBarberaAssociates.com. It is operated by Broker/Owner Ray Barbera.

Real Living Hometown Realtors is located at 1314 50th Street, Suite 102, Lubbock, TX 79412 and can be reached at (806) 548-1338 or www.RealLivingHometown.com. It is operated by Broker/Owner Monique Carabajal.

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"When I decided to open my own real estate company, I did months of research on several different franchises," said Monique Carabajal, broker/owner of Real Living Hometown Realtors. "The second I discovered Real Living, it stood far from the rest. I decided on Real Living because of their exceptional marketing materials, low fees for my agents and the fabulous corporate support (technological and personal). I cannot describe how supportive and encouraging Real Living has been to me as a new broker."

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".

"Real Living Barbera Associates is changing the face of residential real estate in Worcester County, Mass," said Broker/Owner Ray Barbera. "We have been serving the home buyers and sellers of Worcester and its surrounding towns for over a decade with honesty, integrity and proficiency. Our affiliation with the Real Living national brand fortifies an existing successful business model with unsurpassed tools and technologies. Real estate has changed, and we have grown."

Real Living continues to innovate, utilizing the best in new marketing technologies and strategies to keep its growing group of franchisees ahead of the curve and valuable to consumers. Real Living's agent-centric, customer-focused approach to residential real estate plus its award-winning fully integrated marketing-technology platform has helped the company to become one of the nation's fastest-growing franchisors.

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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