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Real Living Wins Luxury Real Estate Award

MyRealLiving 2.0 wins Most Innovative Marketing Technique recognition

COLUMBUS, Ohio (Nov. 22, 2006) – Real Living Inc., the fourth-largest real estate firm in the country, recently earned Luxury Real Estate’s “Most Innovative Marketing Technique” award for MyRealLiving 2.0, the company’s integrative property search portal, which was launched earlier this year.

The contest is part of the 11th Annual Luxury Real Estate Membership Conference, held this year in Chicago. Other award categories included: Best Brand Integration, Best Overall Marketing Package, Best Web site, Most Outbound Referrals and Best Magazine Participation.

“We are thrilled to receive this award. Months of research and integration went into launching MyRealLiving 2.0, and we think it’s one of the best real estate search portals available today,” said Kaira Sturdivant Rouda, chief operating officer of Real Living. “It’s such an honor to be recognized by your peers.”

MyRealLiving 2.0 is a consumer-agent interface, which allows agents and consumers to work together in real time and eliminates the mystery of information available to consumers. The portal replicates an in-person experience with a real estate agent online.

Buyers are able to:

- Virtually flip saved property cards and add personal notes to the back
- Share properties and events with family, friends and agent instantly by dragging and dropping to “share” envelope, which stores personal contacts
- View a log of all marketing, legal documents and articles agent has sent to their account
- Receive alerts on each property card that show the updated status
- Bookmark articles and quizzes that assist in the buying process
- Keep all appointments, open houses and other events in one online calendar
- Personalize their account by changing color scheme and selecting favorite home

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Sellers are able to:

- Track the number of online views for their listing daily or monthly
- Store a copy of the offer in their account
- View marketing materials from agent to see how their property is being marketed
- Use a convenient online calendar for all important transaction dates

About Real Living Inc.

Real Living is the fourth-largest real estate firm in the country. It 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. Each month, Real Living's Web sites receive nearly 15 million page views. Real Living also offers a full range of affiliated business services, including home financing, title, corporate relocation management and home warranties. For more information about Real Living, visit RealLiving.com.

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