



Let the Growth Begin: The First GMAC Real Estate Office to Convert to Real Living is First Service Realty, an 11-Office, 725-Agent Mega Brokerage, Based in Miami

In Just Three Years, First Service Realty Has Nearly Tripled in Size and Looks to Add Up to 15 More Offices in Next Five Years with the Support and Resources of Real Living

MIAMI (Jan. 13, 2010) – Real Living Real Estate, LLC (<http://www.RealLiving.com>), one of the nation’s most innovative national real estate franchisors today announced that First Service Realty (<http://www.RealLiving-FSR.com>), one of South Florida’s fastest-growing real estate firms, is the first franchisee in the nation to convert from GMAC Real Estate to Real Living.

Over the past three years, First Service Realty has experienced meteoric growth, expanding from seven offices and 250 agents in 2006 to 11 offices and 725 agents today. Formerly known as First Service Realty GMAC Real Estate, the company is now Real Living First Service Realty.

And with the new backing of Real Living, Eduardo San Roman, who founded the company with his wife Maria in 1984, is projecting even more growth: bucking economic trends and the real estate downturn, Real Living First Service Realty will be embarking on an aggressive regional expansion program and will add up to 15 new offices over the next five years.

“To have a well-established and high-growth company such as First Service Realty join Real Living is incredibly gratifying,” said Harley E. Rouda, Jr., president of Real Living. “First Service Realty has built a reputation for delivering excellent customer service to buyers, sellers and investors in South Florida and we look forward to playing a role in their significant growth in 2010 and beyond.”

“We jumped at the chance to be the first GMAC Real Estate company to convert to Real Living and truly believe this is a brand and company that is unique in the real estate industry,” said San Roman. “South Florida is an incredible hub for international sales, and with the support, respect and resources of Real Living, we’re planning to double our current office count by opening an additional 10 to 15 offices in the next five years,” San Roman said.

San Roman said the new affiliation with Real Living offers significant benefits for both buyers and sellers, through its focus on developing innovative marketing, educational and technology services. In addition, San Roman said he’s “extremely excited to now be affiliated with a sister company that is one of the world’s largest providers of global relocation services.”

In November of last year, Real Living merged with GMAC Real Estate and at that time it was announced that Real Living would be the brand replacing GMAC Real Estate for participating franchisees. Combined, Real Living and GMAC Real Estate have annual sales of more than \$20 billion.

An audio interview with Eddie San Roman discussing his reasons for selecting Real Living as well as his plans for growth, can be found here: <http://www.realliving.com/resources/audio/EddieSanRoman.mp3>

If you are a member of the media and would like to interview an agent or one of our company leaders or are in need of information about the local or national real estate market, please contact Chris Svec at Chris.Svec@RealLiving.com or 614-273-6084.

