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## **Real Living, Inc. Introduces New Way of Segmenting Consumers**

**COLUMBUS, Ohio** (Nov. 9, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, announced today the launch of a new monthly e-newsletter, *Living Essentials*, which provides an innovative way of segmenting and connecting with consumers.

*Living Essentials* is filled with tips, trends, polls and quizzes on topics ranging from real estate to creative lifestyle. It's interactive, allowing consumers to cast their vote for different polls, view more information on any topic and will eventually be designed so readers can request articles on topics that interest them! By early next year, at least five different versions will be available, including first-time buyers and sellers, finance seekers and practiced buyers and sellers.

"Our goal is to provide consumers with information targeted to their needs and wants," said Sarah Shoemaker, Real Living's customer services director. "We know which consumers are first-time buyers, veteran sellers or interested in mortgage pre-approval, and now we will have the ability to communicate important, customized information to them via an e-newsletter."

More than 70 percent of home buyers are searching for their dream homes on the Internet. To keep up with today's consumers, real estate companies have to be on the cutting edge of technology, constantly thinking of innovative ways to reach consumers.

Addressing a need for constant contact and relevant information, *Living Essentials* reaches out to the savvy homeowner looking to stay connected to industry trends. The e-newsletter provides inspirational ideas and down-to-earth advice on homeownership and lifestyle.

### **About Real Living, Inc.**

The largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1

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billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc. was recently awarded the 2005 Most Innovated Real Estate Brokerage and Franchisor, and has won numerous awards for its marketing achievements. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. 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 or to learn more about growth opportunities with Real Living, Inc., visit [www.realliving.com](http://www.realliving.com).

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