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Real Living President Kaira Sturdivant Rouda to Speak at M2W[®]—Marketing To Women Conference *Rouda to present “Home is Where the Purse Is”*

COLUMBUS, Ohio (May 2, 2008)—Kaira Sturdivant Rouda, president of Real Living Inc., the nation’s first women-focused real estate brand, will speak at the 4th annual M2W[®]--Marketing To Women Conference in Chicago on May 8. Rouda will present “Home is Where the Purse is,” explaining the immense buying power women have when it comes to real estate transactions.

M2W[®] (www.m2w.biz) is the premier national conference for marketers wishing to learn how to expand their brand and engage the female buyer. The conference will feature case studies, research and workshops. Rouda will focus on the female real estate buyer and how to reach her.

Equipped with 20 years of marketing experience, Rouda established the Real Living brand in 2001, and the company has grown more than 300 percent since its inception. She knew that women are the driving force in real estate transactions. In fact, women make 91 percent of the home-purchasing decisions and 85 percent of all buying decisions. And single women are the second-largest group of homebuyers in America, after married couples. This became the basis for the creation of the first woman-focused brand in real estate. In 2007, the company was named one of the top 50 fastest-growing women-led companies by *Entrepreneur* magazine.

"Today's woman is buying more than just a home; she's buying a lifestyle," Rouda said. "And these women are buying during life stages, so there's a huge opportunity to reach them during these moments." Marriage, the birth of a child, a growing family--savvy marketers can capitalize on all of these life transitions.

As the author of *Real You Incorporated: 8 Essentials for Women Entrepreneurs*, Rouda shares her experience in the areas of marketing, brand building and entrepreneurship. In the book, she makes the point that a woman's ever-increasing empowerment in the workforce means she has even more to spend where she chooses—and that often reveals itself in home ownership.

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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 offers corporations industry-leading relocation management services. Real Living was named one of the best new franchises by *Entrepreneur* magazine, and it is a recipient of the Inman Innovator Award. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit RealLiving.com or RealLivingFranchise.com.

About Real You Incorporated

Real You Incorporated: 8 Essentials for Women Entrepreneurs (Wiley; February 2008; Hardcover; \$24.95) by Kaira Sturdivant Rouda is a book that empowers women entrepreneurs. Once a woman can discover and love her personal brand, she can bring it into the market as a real brand—one that is powerful and different than a man's. After reading the book, the reader should better understand her personal brand, making it possible to deliver a more sincere, sustainable and richer message to her customers. The book is available at Amazon.com and RealYouIncorporated.com.

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