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Real Living Inc. to Unveil Industry-First Professional Development Program at Momentum 2006 Convention

Changing the face of residential real estate – one relationship at a time

COLUMBUS, Ohio (Feb. 14, 2006) – Real Living Inc., the nation's fifth-largest residential real estate firm, will unveil the first stage of its new, industry-first professional development program for agents, brokers and network partners at Momentum 2006, Real Living Inc.'s third annual convention and awards ceremony, in Orlando, Fla., Feb. 17-20, 2006.

The rollout will feature a keynote address by Keith Ferrazzi, best-selling author and marketing expert, who is partnering with Real Living to take its professional development to a new level. Ferrazzi, CEO of Ferrazzi Greenlight Inc. and author of *NEVER EAT ALONE And Other Secrets to Success, One Relationship at a Time*, is renowned for helping his clients achieve organizational and personal success through relationships. The ultimate networker, Ferrazzi has been called one of the world's most "connected" individuals by *Forbes* and *Inc.* magazines.

"Our agents already are consistently ranked among the most productive in the industry, with three times the average transactions over their competitors annually, and they have the most cutting-edge technology at their fingertips. Ferrazzi's proven networking and relationship strategies are the logical next step," said Real Living's chief operating officer, Kaira Sturdivant Rouda.

"Real estate is a relationship business, and we're using the power of that phrase to enhance lives and create lasting, meaningful relationships for our agents. Real estate professionals know more than most that business is human, and relationships and networking are the keys to success. We'll help them enhance that strategy," Rouda said.

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A frequent contributor to national broadcast and print media, Ferrazzi was the youngest chief marketing officer for a Fortune 500 company when he worked at Starwood Hotels and Resorts Worldwide. He also has served as CEO of YaYa Media, a leading interactive entertainment consultancy, and CMO of Deloitte Consulting, a leading global management consulting firm.

“We’re thrilled to partner with Real Living – they’re trend-setters in the real estate industry. It’s uncommon to see a company of Real Living’s size that cares so much about the success of each and every one of their agents and network partners,” Ferrazzi said.

In addition to Ferrazzi, entrepreneur, journalist and technology expert, Bradley Inman, will speak. Inman, founder of Inman News, the leading distributor of real estate news and information on the Web to the nation’s leading media outlets, recently founded TurnHere Inc. His latest venture is the largest Internet video destination Web site, which chronicles neighborhoods and destinations nationwide.

Inman’s other business start-ups include Homegain.com, a premier online lead and real estate marketing resource, providing consumers with direct access to top-rated real estate professionals.

“We’re excited to make these experts available to our most valuable resource – our agents, brokers and network partners,” Rouda said. “We anticipate 2006 to be our biggest growth year yet, and the insight of these business and industry leaders will help propel us forward.”

Real Living is kicking off Momentum 2006 at the Royal Pacific Resort at Universal Studios, A Loews Hotel. More than 1,000 agents will be in attendance – a record for Real Living.

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 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 Innovative Real Estate Brokerage and Franchisor by Inman News, was named 23rd in Entrepreneur Magazine’s Top 50 best new franchises 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.