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Real Living's National Convention Goes City Style *Stefan Swanepoel to give keynote speech at Momentum 2008*

COLUMBUS, Ohio (May 6, 2008)—Real Living, the nation's first women-focused real estate brand, will hold its annual convention and awards ceremony, Momentum, May 8-10 in Columbus, Ohio. Participants will have the opportunity to attend sessions led by esteemed real estate industry leaders, network with agents and brokers from across the country and enjoy two full days of professional development and entertainment.

Real estate industry trend guru and best-selling author, Stefan Swanepoel, will be the keynote speaker. Other speakers include author, trainer and CEO of RealEstateCoach.com, Bernice Ross, and founder and president of Opening Doors and Frame of Mind Coaching, Kim Ades.

"The level of speakers and amount of education available at this year's conference is phenomenal," said Harley E. Rouda, Jr., CEO of Real Living. "Education is No. 1 in this type of market, and it's important that our associates come together to learn and share with one another."

Other activities include an awards night, 19-hole golf outing, a company-wide service project and vendor fair. There will be 29 courses and workshops on topics such as business planning, development, pricing, Web strategies, recruiting and more.

Sponsors for Momentum 2008 include: American Home Shield; American Solutions for Business; Artina Promotional Products; AXA Financial Protection; Bailey Cavalieri, LLC; CBIZ; Cleveland Cavaliers; Cleveland.com; Compu-Mail; Cyberhomes/Fidelity; David Pasz Co., LPA; Dee Sign; Dell; FloorPlanOnline; Homescape; Homes.org; Hondros College; Maguire & Schnieder, LLP; McSteen & Associates; The Plain Dealer; Porter, Wright, Morris & Arthur; Real Living Mortgage; Real Living Title; RSP; Staples; Sun News; ThisWeek Newspapers; QuantumDigital; and Zillow.com.

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 winner 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.

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