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Real Living Moves into Arizona, Now in 20 States

*Rapidly growing firm continues nationwide expansion,
adds locations in Phoenix, Vail, Houston markets*

COLUMBUS, Ohio (Aug. 16, 2007) – Real Living Inc., one of the nation’s fastest-growing residential real estate firms, announced the opening of three new offices located in Chandler, Ariz., Avon, Colo. and The Woodlands, Texas. By entering Arizona, Real Living increased its presence to 20 states.

“Consumers and brokers alike are anxious for a new real estate experience,” said Kaira Sturdivant Rouda, president of Real Living. “Our new partners in Arizona, Colorado and Texas will satisfy that need by providing value through innovation and a brand that truly connects with today’s consumers.”

The company’s Arizona office, Real Living Success Realty, is based in Chandler and serves the Phoenix metropolitan area. It is operated by Broker/Owners Bill Doyle, Shawn Casey and Curtis Casey.

“I was very impressed with the extensive technology tools Real Living has to offer,” said Curtis Casey. “The customer support and commitment to recruiting was unlike anything I had ever seen in the industry.”

New locations were also announced in Vail, Colo. (Real Living Mountain Realty, operated by Beatriz M. Martinez and Ignacio M. de Iraola) and The Woodlands, Texas (Real Living Signature Properties, operated by John Branch).

“We were drawn to Real Living’s dynamic brand and fresh, energetic culture,” said Martinez and de Iraola. “We realize what today’s homebuyers are looking for, and Real Living has it all -- a brand that truly connects with today’s consumers and cutting-edge technology.”

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“We joined Real Living because of its commitment to providing exceptional service to its brokers, agents and clients, while at the same time implementing industry-leading technology,” Branch said.

Real Living’s franchise network has grown 300 percent since 2005. In recognition of its success, Real Living was named one of the best new franchises by *Entrepreneur Magazine* and was recognized by Inman News as real estate’s “Most Innovative Franchise”.

Real Living continues to innovate, utilizing the best in new marketing technologies and strategies to keep its growing group of franchisees ahead of the curve and valuable to consumers. Real Living’s agent-centric, customer-focused approach to residential real estate plus its award-winning fully integrated marketing-technology platform has helped the company to become one of the nation’s fastest-growing franchisors.

Real Living Success Realty is located at 325 N. Alma School Road, #5, Chandler, AZ 85224 and can be reached at (480) 722-1131 or www.RealLivingSuccess.com.

Real Living Mountain Realty is located at PO Box 7664, Avon, CO 81620 and can be reached at (970) 390-3035 or www.RLMountainRealty.com.

Real Living Signature Properties is located at 21 Waterway Ave., Suite 300, The Woodlands, TX 77380 and can be reached at (832) 236-3713 or www.RealLivingSignatureProperties.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 160 offices, coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also provides nationwide 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 www.RealLiving.com or www.RealLivingFranchise.com.

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