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Real Living Enters California and Massachusetts Markets

24 new franchises expected by end of year

COLUMBUS, Ohio (Aug. 17, 2006) – Real Living Inc., the nation’s fourth-largest residential real estate firm in the United States, announced its move into the California and Massachusetts markets, increasing its presence to 12 states.

“We’re very excited to be in California and Massachusetts. We’ve been anticipating a move West for quite some time,” said Harley E. Rouda Jr., CEO and managing partner of Real Living Inc. “Our No. 1 goal is to grow nationally, and we’re confident that our technology platform will take us from coast to coast.”

Real Living will open its first California franchise in Palm Springs under the name Real Living Desert Dreaming, managed by Broker/Owner Susan Eidler. The grand opening is planned for October. The first Massachusetts franchise, Real Living Lifetime Real Estate, will open in Boston in Mid-October and be managed by Broker/Owner Traci Kasparian.

“We’ve really grown in the Midwest, but we’re quickly becoming a national brand. Currently, we’re bringing onboard seven new franchises and eight new offices under existing franchises. The slowdown in the market hasn’t seemed to affect our progress. The future looks bright,” said Rouda.

“I’m thrilled to open the first Real Living office in Massachusetts. Real Living brings a fresh, new, innovative approach to agents and clients that we’ve needed for a long time. It will definitely make our office stand out in this changing market,” said Kasparian.

Real Living is well-known in the real estate industry as a technology leader. Earlier this year, the company unveiled its enhanced consumer-agent Web portal, MyRealLiving 2.0. It allows consumers to personalize, organize, save and share properties.

Real Living will open new offices in Florida, Illinois, Indiana and Texas in the coming months.

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About Real Living Inc.

Real Living Inc. is the fourth-largest residential real estate firm in the country and the largest independently-owned firm in the Midwest. It boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 140 offices throughout 12 states, including Florida, Illinois, Texas and California. Real Living Inc was awarded the 2005 Inman Innovator Award by *Inman News*, ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. 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 about Real Living Inc., visit www.RealLiving.com.

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