

**FOR IMMEDIATE RELEASE**

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**Real Living Opens First Franchises in Charlotte, Orlando and Tampa Markets**

*Growing rapidly, real estate firm enters three new cities*

**COLUMBUS, Ohio** (April 25, 2007) – Real Living Inc. announced its move into the Charlotte, N.C., Orlando and Tampa, Fla. markets. By entering Charlotte, Real Living increased its presence to 17 states.

“We’re very excited about welcoming our three new franchises into the Real Living family,” said Kaira Sturdivant Rouda, Real Living’s COO and president of Network Services. “Real Living continues to provide our franchise owners and their agents with the best possible resources in the business. Our agent-centric, consumer-focused business model allows them to leverage income and productivity to some of the highest levels in the industry.”

New offices include:

**Real Living In Style**, in Davidson, N.C., is managed by Broker/Owner Roby Robertson. The office is located at 400 North Harbor Place, Suite F, Davidson, NC 28036 and serves the Lake Norman area and Iredell, Mecklenburg, Catawba, Lincoln, Rowan, Cabarrus, Union and Gaston Counties. Robertson can be reached at (704) 746-3937 or at [www.RealLivingInStyle.com](http://www.RealLivingInStyle.com).

**Real Living Real Estate Solutions**, in Orlando, Fla., is owned and managed by Tony Marino and Jim Hirschhorn. The office is located at 6401 Raleigh St., Orlando, FL 32835 and serves the Orange, Seminole, Lake, Polk and Osceola counties. They can be reached at (407) 253-1377 or at [www.RealLivingRES.com](http://www.RealLivingRES.com).

**Real Living Southern Homes**, in Wesley Chapel, Fla., is owned and managed by Kathy and Calum MacKenzie. The office is located at 2521 Windguard Circle, Suite 102, Wesley Chapel, FL 33543 and serves the Tampa metro area including Hillsborough and Lower Pasco counties. They can be reached at (813) 948-5909 or at [www.RealLivingSouthernHomes.com](http://www.RealLivingSouthernHomes.com).

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“My partners, all seasoned managers in the process of start-up companies, performed extensive research before deciding to join Real Living,” said Robertson of Charlotte. “The research involved speaking with four other companies offering franchises as well as researching the feasibility of starting a non-franchised company from scratch. Real Living offered the best brand and technology by far.”

Real Living recently launched its online campus and Learning Management System, called Real U, with new curriculum and training sessions. It allows Real Living agents and managers to sign-up for and successfully complete continuing education classes online and access learning materials and real estate coaches through the company’s internal business center.

“As we investigated top real estate companies, it quickly became apparent that Real Living was not your typical real estate company,” said MacKenzie of Tampa. “They had a fresh, energetic culture that embraced innovation and delivered results. Combine this with their industry leading technology platform, agent-centric philosophy and award-winning marketing, and we knew there was no other choice.”

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.

“We’re bringing our \$20 million in sales and plan to exceed \$75 million in the next 12 months,” said Marino of Orlando. “This is an exciting venture, and we think Real Living’s focus on innovation, technology and the consumer experience will give us a leg up on the competition.”

**About Real Living Inc.**

Real Living, a family-owned company based in Columbus, Ohio, is one of the nation’s fastest-growing real estate firms. The company manages more than 70 company-owned real estate offices and has a growing network of franchisees coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also offers 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, multiple Webby Awards and many more for their marketing efforts. Real Living’s award-winning Web sites receive nearly 17 million page views per month. For more information, visit [www.RealLiving.com](http://www.RealLiving.com).

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