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Real Living Opens New Offices in Colorado, Indiana, Ohio

Rapidly growing firm continues nationwide expansion, adds locations in Colorado Springs, South Bend and Athens markets

COLUMBUS, Ohio (Oct. 11, 2007) – Real Living Inc., one of the nation’s fastest-growing residential real estate firms, announced the opening of three new offices located in Colorado Springs, Colo., South Bend, Ind. and Athens, Ohio.

“We are thrilled to expand our presence in Colorado, Indiana and Ohio,” said Kaira Sturdivant Rouda, president of Real Living. “Our new partners share our commitment of growing and connecting with a new generation of homebuyers and sellers.”

The company’s newest Colorado Springs brokerage, Real Living Professionals, is based in Colorado Springs, Colo. and serves El Paso County. It is operated by Broker/Owner Brian Wilson.

“I was very impressed with Real Living’s dynamic brand and fresh culture,” Wilson said. “I am absolutely thrilled to be associated with the most energetic and professionally competent agents in the market.”

Real Living Lifestyles Realty, in South Bend, Ind., serves Elkhart and St. Joseph counties and is operated by Broker/Owners Pam Proctor and Betty Frame.

“We were drawn to Real Living’s excellent technology tools that will enable us to better serve our agents, buyers and sellers,” said Proctor and Frame. “Homeownership is not just a dream. It should be a reality for everyone, and we believe that Real Living will help us provide that reality to all of our consumers.”

Real Living at Home in Athens, Ohio, serves Athens and the southeast Ohio area. It is operated by Broker/Owner Russell Chamberlain.

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"I chose Real Living because they will allow me to focus on serving my agents and clients while they keep me ahead of the competition with the tools and marketing I need to connect with today's buyers and sellers," Chamberlain said.

Real Living's franchise Web site – RealLivingFranchise.com -- recently won the Web Marketing Association's (WMA) 2007 Standard of Excellence WebAward in the real estate category. The site was launched in June 2007 in response to the accelerated growth of its franchise network. 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 Professionals is located at 1880 Office Club Pointe, Colorado Springs, CO 80920 and can be reached at (719) 272-8030 or www.RealLivingProfessionals.com.

Real Living Lifestyles Realty is located at 2025 Edison Rd., E. South Bend, IN 46637 and can be reached at (574) 968-0100 or www.RealIndianaLiving.com.

Real Living at Home is located at 9200 SR 682, Athens, OH 45701 and can be reached at (740) 589-4600 or www.RealLivingAtHome.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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