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News from

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## **Real Living Moves into Colorado and Iowa**

*Rapidly growing firm continues nationwide expansion, adds locations in Austin and Tampa*

**COLUMBUS, Ohio** (June 20, 2007) – Real Living Inc., one of the fastest growing residential real estate firms in the United States, announced its move into the Colorado and Iowa markets, increasing its presence to 19 states.

“Consumers and brokers alike are anxious for a new real estate experience,” said Kaira Sturdivant Rouda, president of Real Living and Real Living Network Services. “Our new partners in Colorado and Iowa will satisfy that need with a brand that connects with today’s consumer through cutting-edge technology and a suite of services second to none.”

The company’s Colorado office, Real Living Professional Group, is based in Steamboat Springs, an upscale market known for its world class skiing and distinctive character. Its Iowa location, Real Living Milestone Realty, is based in Sioux City, a rapidly growing market of more than 100,000 residents.

“I was very impressed with the concepts, beliefs and extensive technology Real Living has to offer,” said Stephanie Hageman, broker/owner of Real Living Milestone Realty. “It was evident to me that Real Living is in business to recruit, train and support only the very best licensed real estate agents in the nation.”

“We were impressed by the fact that Real Living possessed a ‘cutting edge’ ethic as to the use of emerging technologies and marketing approaches,” commented Mark J. Fischer and Ralph A. Cantafio, both broker/owners of Real Living Professional Group.

New locations were also announced in Austin, Texas (Real Living Homes and Land, operated by Todd Bailey and John Niedecken), and Tampa, Fla. (Real Living Team One, operated by Michal Rhodus) – markets where Real Living has existing franchises.

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“Real Living offers us the tools and technology to better meet the needs of our clients,” said John Niedecken, broker/owner of Real Living Homes and Land in Austin. “In our fast-paced industry, Real Living is the most progressive company giving us an edge on the competition.”

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.

**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) or [www.RealLivingFranchise.com](http://www.RealLivingFranchise.com).

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