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News from

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## **Real Living Opens First Franchises in Connecticut, Kansas, Virginia**

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

**COLUMBUS, Ohio** (March 1, 2007) – Real Living Inc., the nation’s fourth-largest residential real estate firm in the United States, announced its move into the Connecticut, Kansas and Virginia markets, increasing its presence to 16 states.

“We’re very excited about our three new franchisees, whom are the trailblazers of our brand in these new markets” said Kaira Sturdivant Rouda, COO and president of Real Living’s Network Services. “They also represent our continued expansion nationwide. We doubled our network last year, and this year we’re planning on 150 percent growth.”

New offices include:

**Real Living Cornerstone**, in Farmville, Va., is managed by Broker/Owner Navona Hart. The office is located at 123 W. Third St., Farmville, VA 23901. The firm will serve Farmville, Blackstone and the following counties: Prince Edward, Cumberland, Nottoway, Lunenburg, Amelia, Powhatan, Chesterfield, Appomattox, Buckingham and Charlotte. Hart can be reached at (434) 395-1225 or at [www.RealLivingCornerstone.com](http://www.RealLivingCornerstone.com).

**Real Living Now**, in Guilford, Conn., is managed by Broker/Owner Brad Whiteman. The office is located at 510 Village Walk, 770 Boston Post Road, Guilford, CT 06437 and serves New Haven and Middlesex Counties. He can be reached at (203) 530-1146 or at [www.RealLivingNow.com](http://www.RealLivingNow.com).

**Real Living Today**, in Kansas City, Kan., is owned and managed by Ron Ryckman and Pete Lahner. The office is located at 12851 Foster, Overland Park, KS 66213 and serves the Kansas City metro area. They can be reached at (913) 851-7325 or at [www.MyRealLivingToday.com](http://www.MyRealLivingToday.com).

“After searching to pull the best parts of technology and systems together for agents, I came across Real Living,” said Whiteman of Connecticut. “It was like finding the key to enlightenment. Everything was there!”

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**Real Living Enters Connecticut, Kansas and Virginia**

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Real Living is well-known in the real estate industry as a technology leader, earning *Inman News*' 2005 Innovator Award. Last spring, the company launched MyRealLiving version 2.0, an industry-first, consumer-agent interface, which allows agents and consumers to work together in real time.

"I really love the agent services that Real Living offers," said Hart of Virginia. "The Web site is awesome, and the on-boarding staff for new brokers is fantastic."

Real Living continues to partner with online technology players in the real estate industry, such as PropSmart, Oodle and Trulia, to provide consumers convenient access to data. The company also began podcasting community videos and plans to podcast property listings to provide the best online consumer experience.

"Real Living is made up of people with energy, innovation, and a genuine concern for people," said Ryckman of Kansas. "Those attributes are part of what has drawn me to Real Living, and why I believe we are the most consumer-conscious service provider in our industry."

**About Real Living Inc.**

Real Living Inc. is the fourth-largest residential real estate firm in the country with nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 150 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News*, ranked 23<sup>rd</sup> in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living 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, visit [www.RealLiving.com](http://www.RealLiving.com).

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