

FOR IMMEDIATE RELEASE

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Real Living Opens New Franchises

New offices in Florida, Indiana, Ohio, Tennessee, Texas

COLUMBUS, Ohio (Dec. 20, 2006) – Real Living Inc., the nation’s fourth-largest residential real estate firm in the United States, announced the opening of six new franchises in Miami, Fla., Fort Lauderdale, Fla., Jeffersonville, Ind., Mount Vernon, Ohio, Nashville, Tenn. and Houston, Texas.

“This has been a record year in franchise growth for us,” said Harley E. Rouda Jr., CEO and managing partner of Real Living Inc. “We’ve more than doubled our previous best year and expanded into six new states.”

New offices include:

Real Living Properties, which is managed by broker/owners Thomas Grimshaw and Jennifer McCloskey. The office is located at 3143 Ponce de Leon Blvd., Coral Gables, FL 33134, and serves Coral Gables, Coconut Grove, Downtown/Brickell, High Pines, Key Biscayne, Miami Beach, Pinecrest and Ponce Davis.

Real Living Results is owned and operated by broker Elainea Saleem. Her office is located at 7310 W. McNab Rd. #106, Fort Lauderdale, FL 33321, and serves southeast Florida, in Broward, Miami-Dade and Palm Beach counties.

Real Living Right Now is operated by broker/owner Lincoln Carvis-Crum. The office is located at 2000 New Albany – Charlestown Pike, #201, Jeffersonville, IN 47130, and serves Clark, Floyd and Harrison counties.

Real Living Home Team is operated by broker/owner Dave Culbertson. The office located at 400 W. High St., Mount Vernon, OH 43050, and will serve Knox County.

Real Living Sterling Properties is managed by broker/owners Charles Caudell and Cal Woodard. Their 100 agents operate from three locations in the Nashville area: 4544 Harding Rd., Suite 215, Nashville, TN 37205; 106 Mission Ct., Suite 105, Franklin, TN 37067; and 903 S. Broadway, Portland, TN 37148.

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Real Living City is managed by broker/owner Catherine Anderson. The office is located at 6565 West Loop South, Suite 540, Bellaire, TX 77401, and will serve Houston, Bellaire, West University, Sugar Land and Pearland.

Earlier this year, Real Living opened its first franchises in California and Massachusetts, going coast to coast.

“We believe that real estate is a local and personalized business built upon successful relationships between agents and their clients. With the technology, support and training Real Living offers our company, our agents will be enabled to give the absolute best service to their clients,” said Charles Caudell, broker/owner of Real Living Sterling Properties in Nashville, Tenn.

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. In December, Rouda was named one of the Top 25 Most Influential Thought Leaders, by REALTOR Magazine, for “embracing innovation to better connect brokers, sales associates and the public.”

About Real Living Inc.

Real Living Inc. is the fourth-largest residential real estate firm in the country with 4,000 agents and employees, \$8.4 billion in annual sales and more than 140 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News* and ranked 23rd in *Entrepreneur* magazine’s Top 50 Best New Franchises. Every 14 minutes, Real Living sells a home. 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, corporate relocation management and home warranties. For more information, visit www.RealLiving.com.

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