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CONTACT: Kelly Kinzer Malone
Kelly.Malone@RealLiving.com
(614) 273-6085

Real Living Earns 20 Awards at Ohio Association of Realtors Convention

COLUMBUS, Ohio (Oct. 5, 2007) – Real Living Inc., one of the nation’s fastest-growing real estate franchisors, recently announced its outstanding performance at the Ohio Association of Realtors® (OAR) Promotion and Advertising Contest by winning First Place and/or the Award of Excellence in nearly 90 percent of the categories entered.

“Our team works hard to deliver marketing and advertising materials that are both smart and fun, and to be recognized for our hard work is a great honor,” said Harley Rouda Jr., chief executive officer and managing partner for Real Living.

The contest was part of OAR’s 97th Annual Convention and Expo, held this year in Columbus, Ohio. Real Living won first-place titles in several of the competitions most coveted categories. They include: Commercial/Investment Brochures, Firm Web site, Institutional Advertising, Photos of “For Sale” and “For Sold” Signs, Photos of Office Interiors, Photos of Office Exteriors and Photos of Office Signs.

Real Living also received the Award of Excellence recognition in categories including Business Cards and Stationery, Commercial/Investment Brochures, Display Advertising/Newspaper, Firm Web site, Institutional Communications, Novelty Advertising, Personal Marketing, Photos of Billboards, Photos of Office Interiors, Photos of Office Exteriors and Photos of Office Signs.

OAR, with more than 35,000 members, is the largest professional trade association in Ohio. Real estate firms and individual Realtors from across the state submitted entries for judging in 21 advertising categories and were placed in one of two groups – large firms or medium/small firms. Entries were judged for quality of content and design in carrying a positive message to the public.

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 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. Real Living’s award-winning Web sites receive nearly 17 million page views per month. For more information, visit RealLiving.com or RealLivingFranchise.com.

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