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Real Living Inc. Announces Enhanced Open House Locator Tool

Consumers can now conduct refined searches in multiple cities

COLUMBUS, Ohio (May 23, 2006) – Real Living Inc., the nation's fourth-largest residential real estate firm, announced the launch of its enhanced open house locator tool for its listings. The customer-friendly enhancement allows buyers to access more information than ever about open houses in a new format.

"We've taken the legwork out of obtaining information about open houses by packaging all the information consumers need in an easy-to-use set-up," said Kaira Sturdivant Rouda, chief operating officer at Real Living. "Now consumers have the ability to narrow and refine their searches without starting over. Plus, they have more options to search for open houses."

Specifically, the new tool enables consumers to search for open houses for Real Living listings on a monthly calendar with a beginning and ending date option. They can track open houses they may have attended in the past and ones they want to see in the future.

Other features include the ability to search multiple cities and narrow the open house search by property type (single-family, condominium, commercial, land/farm and multi-family); price range; and number of bedrooms and baths. There is an advanced search option for consumers who want to narrow their search even more.

The open house locator tool can be accessed on Real Living's Web site, www.Realliving.com, under "Buy A Home" at the top of the home page.

"As a consumer-focused company, we are always looking for opportunities to enhance our online services for customers," Rouda said. "Our new open house locator tool is only one of many enhancements we're launching this year."

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About Real Living Inc.

The largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country, Real Living Inc., boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc was awarded the 2005 Inman Innovator Award by Inman News, ranked 23rd in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living Inc. 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 Inc., visit RealLiving.com.

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