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Real Living Provides Agents with State-of-the-Art Direct Mail Service

QuantumMail.com customized system features multiple options, optimum flexibility

COLUMBUS, Ohio (July 7, 2006) – Real Living Inc., the nation's fourth-largest residential real estate brokerage, has developed a customized direct-mail system with QuantumMail.com to bring agents the most innovative, time-saving options in the industry.

"We are constantly trying to offer the best services to our agents, and that includes helping them successfully market themselves and their listings. Since direct mail is a large part of their marketing efforts, we wanted to offer a system that was catered to their needs and would enable them to provide professional-looking products in a timely fashion, and QuantumMail.com delivered," said Harley E. Rouda Jr., CEO and managing partner of Real Living Inc.

QuantumMail.com, an Inc. 500 company specializing in direct mail marketing, built a customized system for Real Living that provides agents with enhanced features, such as:

- multiple template options from Real Living and QuantumMail.com's creative teams
- flexibility with scheduled mailings – weekly, monthly or quarterly, and ability to choose the week pieces are mailed
- choices of three weights of cardstock
- standard or jumbo card size options
- same-day or next-day printing/shipping
- option to upgrade to First Class postage
- "My Favorites" function
- ability to create custom cards
- customizable text, font and picture editing on templates
- ability to choose from the agent's own databases or build a custom farm
- Real Living listing data integrated for property photos, details and more – there is no need to upload information
- choice of multiple agent profiles
- ability to print and drop ship jobs to the agent through QuantumCopy.com printing service
- support from the QuantumMail.com Helpdesk

-more-

Real Living partners with QuantumMail.com

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“Instead of having to take multiple steps to complete a direct-mail initiative, we’ve consolidated all steps – graphic selection, database customization, mailing options and more – in one convenient location for our agents,” Rouda said.

“With the ease of use and customer support that QuantumMail.com offers, agents can be assured that their marketing needs will be delivered efficiently and effectively,” said Deborah Lawhon of QuantumMail.com.

“What I like best about the new QuantumMail.com system is the ability to freely customize my direct-mail pieces and create databases for various groups I’m marketing to, whether they be homeowners, renters or both,” said Deborah Flowers, a Real Living agent in Powell, Ohio.

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 15 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 www.RealLiving.com.

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