
News from

RealLiving[®]

FOR IMMEDIATE RELEASE

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Real Living Adds Real Estate Blog

*Home-buying, -selling resources, plus tips for home, life
easily accessible to consumers*

COLUMBUS, Ohio (Nov. 7, 2006) – Real Living Inc., the nation’s fourth-largest residential real estate firm, announced today the launch of <http://blog.realliving.com>, the company’s first blog site, containing a broad range of information, including home-buying and –selling resources, industry news and tips for home and life.

The site can be accessed from Real Living’s award-winning Web site, RealLiving.com, or from the Web. Real Living is partnering with Vail, Colo.-based Real Estate Blogsites, RealEstateBlogsites.com, developer of the industry’s most versatile and effective blogging platform to manage the blog.

“Industry research is showing us that a large and growing number of consumers are using the Web for home buying and selling and for general information. Our new blog site is another important tool to provide consumers with easy access to the information they want,” Kaira Sturdivant Rouda, chief operating officer of Real Living, said.

“Blog sites are a must for real estate leaders today,” said Kristen Veraldi, founder of RealEstateblogsites.com. “Online consumers are actively searching for information through the Internet now more than ever before. A blog site can boost a company’s search engine find-ability and help position it as a subject-matter expert.”

When consumers visit <http://blog.realliving.com>, they can view information about relocation, financing, buying, selling, agent selection and Real Living testimonials. Another feature is access to community videos, which highlight cities served by Real Living in Cincinnati, Cleveland, Columbus and Dayton markets. Consumers have several bookmarking options or can e-mail the information to a friend.

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About Real Living Inc.

Real Living Inc., the fourth-largest real estate firm in the country, boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News*, ranked No. 23 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 also offers a full range of affiliated business services, including home financing, title, corporate relocation management and home warranties. For more information about Real Living, visit www.RealLiving.com.

About Real Estate Blogsites™

Real Estate Blogsites™, provides full-service business blogging, training and online marketing solutions to real estate agents, brokerages, franchises and industry associations. The company utilizes Web 2.0 technologies to help real estate professionals leverage expert knowledge to gain natural search engine exposure and generate highly qualified Internet leads. Real Estate Blogsites™ is located in Vail, Colo. with offices in Denver, Colo. and Solana Beach, Calif. For more information, visit www.RealEstateBlogsites.com.

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