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Web Re-design Affirms Real Living's Commitment to Technology

Enhancements put key information at visitors' fingertips

COLUMBUS, Ohio (Sept. 26, 2007) – Real Living Inc., one of the fastest-growing residential real estate companies in the nation, unveiled its revamped Web site, RealLiving.com, with changes designed to further enhance visitors' digital experience.

The Web site has been visually re-designed to place even more browsing options at visitors' fingertips and provide more content with reduced scrolling, making the overall web surfing experience more efficient and inviting for home buyers and sellers.

As buyers flock to the Internet, Real Living knows sellers will seek agents whose online tools provide their listings with maximum impact and exposure. So, in addition to layout adjustments, visitors will find the following enhancements:

1. **Upfront Property, Agent and Office Searching:** Buyers and sellers will now have access to the company's 4,000 Real Living agents and 160 affiliated offices directly on the home page.
2. **Detailed Map Searches:** Visitors will see their search results displayed on an easy-to-read map instead of simply seeing a basic listing of homes near a targeted city or address. Property details are easily accessible on the same page as the map results.
3. **Enhanced Property Pages:** The detailed listing pages will now feature rotating slide shows of property photos, improved agent presence and more local information such as recent home sales, weather and even videos (where available) on the benefits of living in a particular city or region.

"Ease, efficiency and detailed home information are vital to the consumer's overall Web experience," said Kaira Sturdivant Rouda, president of Real Living. "Real Living is constantly responding to consumer feedback by enhancing that encounter. The newest updates reflect a proactive understanding of buyers' and sellers' needs and wants in the current market – a hallmark of Real Living's brand appeal."

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The Internet is the fastest-growing resource for buyers to learn about the home they eventually purchase. Research indicates that 97 percent of homebuyers plan to use the Internet next time they buy a home, and 90 percent of those who browse the Web for homes are looking for listings. Today's Web site upgrades are part of Real Living's continuing strategy to invest heavily in the Internet.

With more than 17 million page views each month, RealLiving.com is one of the most popular real estate destination sites on the Internet. Along with these new Web features, consumers can also receive a comparative market analysis; get pre-approved for a mortgage; and learn more about the company's agents. The site also offers consumers a one-stop shop for their real estate needs, including mortgage, title, home warranty and relocation services. In addition, consumers can sign up for a MyRealLiving 2.0 account, which allows them to organize, personalize, save and share properties and information seamlessly.

RealLiving.com was recognized as an Official Honoree at the 10th annual Webby Awards, ranking in the top 20 percent of all Web sites entered worldwide.

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 corporations industry-leading relocation management services. Real Living was named one of the best new franchises by Entrepreneur Magazine and won of the Inman Innovator Award. For more information, visit RealLiving.com or RealLivingFranchise.com.

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