
News from

RealLiving[®]

FOR IMMEDIATE RELEASE

CONTACT: Kelly Kinzer
Real Living Inc.
Kelly.Kinzer@RealLiving.com
(614) 273-6085

**Real Living Makes Enhanced Benefits Package Available to Agents,
Franchisees and Part-Time Associates**

Comprehensive insurance package a first for the major real estate brokerage

COLUMBUS, Ohio (Sept. 20, 2006) – Real Living Inc., the country’s fourth-largest residential real estate firm, has partnered with BenefitProtect LLC, a leading insurance broker, to make an enhanced comprehensive benefits package available to its agents, franchisees, their staff and part-time associates. Real Living is one of the first large brokerages nationwide to partner with BenefitProtect to provide a wide range of insurance options for purchase at an affordable rate.

“As one of fastest-growing real estate franchise companies nationwide, with an ever-growing agent base, we wanted to offer a new level of benefits for our partners,” said Kaira Sturdivant Rouda, Real Living chief operating officer. “For the first time, all of our agents and associates now have the opportunity to select from a variety of insurance options at the best rates available.”

Through the partnership, Real Living agents and associates have the option to choose the benefits package that best fits their needs, such as single or family coverage. Types of insurance also vary from limited medical and major medical to accident and life insurance plans with various deductible plans – with or without co-pays.

“Affordable health care is one of the top concerns of Americans – and for our agents – and we wanted to do something about it. Our research led us to BenefitProtect, which, because of its size, is able to offer a large portfolio of options and prices,” Rouda said.

BenefitProtect provides major medical, limited medical, discount health, prescription drug, critical illness, life insurance, dental insurance and accident insurance to a wide variety of associations and industries, such as real estate, restaurant, service, construction, hospitality, independent contractors and transportation. Real Living learned of this opportunity through Acordia of Ohio, LLC.

-more-

“The ability to offer health and other benefits to our agents is a wonderful benefit of being associated with Real Living. It makes good business sense because it helps us to attract and retain quality real estate professionals. It also supports our philosophy of treating the agent as a partner and helping them to achieve their personal as well as professional goals,” said Tripti Kasal, president and managing broker of Real Living Infinity in Chicago. “This is also fantastic for franchises. Since many of them are small companies, they have no easy/affordable way to provide their agents with benefits,” Kasal said.

Insurance packages from BenefitProtect are available in all states. A payroll deduction plan also is available for agents and franchisees with 10 or more employees. As an added benefit, Real Living participants who enroll receive a prescription card available through PharmaCare free of charge. PharmaCare consists of more than 47,000 national and regional chain pharmacies, as well as independent pharmacies.

About Real Living Inc.

Real Living is the largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country. It boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices throughout 12 states, including Florida, Illinois and Texas. Real Living 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 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, visit RealLiving.com.

###