

**FOR IMMEDIATE RELEASE**

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

**Real Living Enhances Customer Service with RealPING**  
*Consumers are just a click away from immediate personal service*

**COLUMBUS, Ohio** (Sept. 14, 2006) – Real Living Inc., the country’s fourth-largest residential real estate firm, has teamed up with RealPING LLC to integrate RealPING’s “Talk With Me Now” technology that instantly connects consumers, while they’re browsing the Internet, with agents, via the telephone.

Studies have shown that 78 percent of consumers will select the first agent that responds to their questions. RealPING’s “Talk With Me Now” button, which will be featured in Real Living listings and agent profiles, is a Voice over Internet Protocol (or VoIP) e-button that immediately connects Web site visitors to the real estate professional’s mobile or office phone. With RealPING’s unique caller ID, agents know someone is on their site or reading their e-mail and needs immediate help. Once connected, using any telephone, agents can remotely respond to the caller’s monitor and “push” content, such as Web pages or video home tours, to the consumer using RealPING’s “Page Push” feature.

“This is a fantastic tool for our agents – and for our clients. With RealPING, agents can send tours and other home information directly to the consumer’s computer screen in real time,” said Harley E. Rouda Jr., CEO and managing partner of Real Living. “We pride ourselves on the ability to equip our agents with the most powerful technology tools. RealPING helps position our agents as the most responsive and accessible to consumers,” said Rouda.

RealPING co-founder Albert Clark said, “Today’s consumers are spoiled by the net. They demand urgency from professionals. The new standard for response time is *now* – not an e-mail, auto responder or call back later.”

Real Living agents are very happy with the new tool. In fact, one agent says it’s helping her win listings. “In this kind of a market, it’s very important to be accessible. It shows sellers that we’re going the extra mile,” said Nicole Yoder-Barnhart, a Real Living agent in Columbus, Ohio.

**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, more than \$8 billion in annual sales and nearly 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. 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 Inc., visit [RealLiving.com](http://RealLiving.com).

###