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**Real Living CEO Named One of Real Estate's Most Influential Thought Leaders**  
*Harley E. Rouda Jr. recognized by REALTOR Magazine*

**COLUMBUS, Ohio** (Dec. 19, 2006) – Harley E. Rouda Jr., chief executive officer and managing partner at Real Living Inc., the nation's fourth-largest residential real estate firm, was recently named one of the Top 25 Most Influential Thought Leaders in the real estate industry by *REALTOR Magazine*.

Rouda was recognized because he "embraces innovation to better connect brokers, sales associates and the public," the magazine stated.

He spearheaded the creation of Real Living in February 2002, an agent-centric, consumer-focused company that would grow to lead the residential real estate industry in marketing technology, training services and support. The company has created a successful business model and is now in the process of expanding nationwide by acquiring companies and opening new franchises.

Last year, Real Living grew its franchises by 50 percent, and was ranked 23rd out of 50 in *Entrepreneur* magazine's listing of Top New Franchises.

Rouda earned the Ernst & Young Entrepreneur of the Year award in June 2002, in recognition of his industry leadership, innovation and entrepreneurial spirit. He speaks frequently nationwide on trends and changes affecting the real estate industry and is involved in various industry organizations. He also writes a weekly newspaper column and is often quoted in national trade publications and local business papers.

Before entering the real estate industry, Rouda worked for the national law firm of Porter, Wright, Morris and Arthur, specializing in capital information, securities work and intellectual property. He serves or has served on the board of directors of numerous for-profit and not-for profit companies, including Rocky Shoe and Boots (NASDAQ: RCKY), Insight Bank, The Realty Alliance, Real Living Mortgage and the Greater Columbus Chamber of Commerce.

**About Real Living Inc.**

Real Living is the fourth-largest real estate firm in the country with nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 140 offices nationwide. 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, corporate relocation management and home warranties. For more information, visit [www.RealLiving.com](http://www.RealLiving.com).

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