

FOR IMMEDIATE RELEASE

CONTACT: Keith A. Kumler
Real Living, Inc.
Keith.Kumler@RealLiving
614-273-6033

Kaira Sturdivant Rouda named Chief Operating Officer for Real Living, Inc

Move from CMO to COO is natural for vision alignment

Columbus, Ohio (August 31, 2005) -- Real Living, the nation's fifth largest residential real estate company, today announced the promotion of Kaira Sturdivant Rouda to Chief Operating Officer. Formerly, Sturdivant Rouda held the position of Chief Marketing Officer for Real Living, responsible for the development and stewardship of the Real Living brand. In her new position as COO, Sturdivant Rouda will maintain brand responsibilities while broadening her areas of oversight with a focus on selling franchises and growing the company as a whole."

"I'm excited to have the opportunity to synergize all of our great business teams together to have an even greater impact on our agents, network partners and employees," Sturdivant Rouda said. "To be able to bring Harley's vision to life and have it embraced throughout the company is an awesome challenge and responsibility."

In her new position, Sturdivant Rouda will be responsible for the operation and alignment of the company's agent and customer care centers; marketing, advertising and special events; professional development, training and HR; franchise sales and services; Web services and IT infrastructure.

"We started in two states and now have presence in ten. The biggest opportunity for Real Living is national growth through our franchise network. In the Chicago area alone, we have three new Real Living franchises launching in downtown Chicago by the end of October. Even with the three franchises, there are still excellent opportunities for exponential growth in the Chicago metro and suburban markets, as well as many other major metropolitan markets across the country." Sturdivant Rouda explains as she discusses the growth of Real Living.

Active in the residential real estate business for more than a decade, Sturdivant Rouda was instrumental in HER Real Living's – Real Living's Columbus company-owned and operated

stronghold – precedent-setting move to pull-out of the costly Sunday newspaper classifieds in 1997, and the company's subsequent brand repositioning, resulting in increased market share.

- more -

Page 2

Real Living / Kaira Sturdivant Rouda

"The success of Real Living is due, in many respects, to the ability of our marketing team to bring the vision of our company to life for the consumer. Now, I've asked Kaira to apply that same vision to many of the other business units of the company, helping us to change the face of residential real estate," said Harley E. Rouda Jr., CEO and managing partner of Real Living.

Working as a consultant, Sturdivant Rouda created the Real Living brand in 2000 and orchestrated its launch to consumers in the winter of 2001. Joining the company full-time upon Real Living's launch, Sturdivant Rouda has been instrumental in building the now award-winning brand and positioning it for national growth.

Under the leadership and direction of Sturdivant Rouda, Real Living has been recognized within the real estate industry and beyond. The Real Living brand has made a dramatic impact in an industry facing consolidation and change, and is in the process of attracting franchise partners within its Midwestern footprint and beyond.

Industry recognition includes being named Inman's 2005 Most Innovative Broker/Franchisor of the Year. Within the branding and marketing arena, in 2005 Real Living has been presented with two Telly Awards for two 0:30 second television spots, two PRSA PRISM Awards, one for MyRealLiving.com (Real Living's agent virtual office) and the other for Real Living's White Paper, "Real Living Takes a Feminine Twist and Finds Growth." PRSA also honored Real Living with the Award of Excellence for Real Living's editorial piece, "Keeping Our Eye on the Prize." Real Living has also won six Communicator Awards, which include; Award of Excellence - Real Living Magazine, Award of Excellence - RealtyOneRealLiving.com, Award of Excellence - The Real Presentation, Award of Distinction - HERRealLiving.com, Award of Distinction - RealLivingDayton.com and Award of Distinction - Momentum 2005.

In 2004, Real Living received four Communicator Awards; Award of Distinction – "Family, Innovation and Results" radio campaign, Award of Distinction - Real Living e-newsletter, Honorable Mention - Momentum 2004 and Honorable Mention -- Real Living Consumer Ad campaign. PRSA awarded PRISM awards in 2004 to Real Living for MyRealLiving, Real Living e-newsletter and RealLiving.com. The American Marketing Association awarded two honors in

2004 including the Award of Excellence - Real Living Lava TV spot and Award of Excellence - *Momentum 2004*. MarCom Creative Awards presented two Gold Finalists for MyRealLiving and RealLiving.com and Real Living also received Honorable mention for the Real Presentation. The Finally, the Web Marketing Association honored the company with the Standard of Excellence Web Award for RealLiving.com.

- more -

Page 3

Real Living / Kaira Sturdivant Rouda

Before joining Real Living, Sturdivant Rouda was Vice President of Marketing for Stanley Steamer International, an Inc. 500 company with more than 230 franchises and 20 company-owned offices in 47 states. Rouda led the company's national marketing, created its brand positioning, coordinated more than 20 media co-ops spending more than \$15 million annually in media and oversaw all details of its annual sales convention. As a top executive with the company for nine years, she also gained valuable insight into the creation, service and operations of a growing franchise organization.

Sturdivant Rouda is an active contributor to her community, having served on dozens of non-profit organizations. In the mid-1980s, Sturdivant Rouda founded Make Room Columbus, the city's first homeless shelter for families. She has received numerous awards for her civic service including: Columbus Board of Realtors Citizen of the Year, Ohio Sertoma Service to Mankind Award, Northwest Rotary's Woman of the Year, Business First newspaper's 40 under 40, among others. She is a graduate of the Leadership Columbus program and has served on numerous boards, most recently the Mid-Ohio Food Bank where she completed two terms.

In addition to her work for Real Living, Sturdivant Rouda is a widely-published writer, serving as contributing editor for numerous publications in Columbus and beyond, most recently *Midwest Living* magazine. She writes a weekly column – Connections – distributed to 350,000 households in Central Ohio via This Week Newspapers.

Sturdivant Rouda is a magna cum laude graduate of Vanderbilt University and resides in Columbus with her husband and four children.

About Real Living, Inc.

The largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc was recently awarded the 2005 Most Innovated Real

News from

RealLiving[®]

Estate Brokerage and Franchisor, and has won numerous awards for its marketing achievements. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. Real Living, Inc. also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management and home warranties. For more information or to learn more about growth opportunities with Real Living, Inc., visit RealLiving.com

###