

FOR IMMEDIATE RELEASE

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

Sarah Shoemaker Promoted to Chief Operating Officer for Real Living Inc.

COLUMBUS, Ohio (June 5, 2007) – Real Living Inc., one of the fastest growing real estate firms in the nation, announced the promotion of Sarah Shoemaker to chief operating officer.

In her new position, she will be responsible for the day-to-day operations of the agent and customer care centers; professional development and training; Web services and the information technology infrastructure. She will ensure that Real Living's internal systems and processes are scalable as the firm continues to grow.

Previously, Shoemaker served as vice president of operations, supporting the customer service needs for Real Living sales leaders nationwide and Real Living Relocation.

"Sarah has done an incredible job as vice president of operations. She has proven to be an effective leader and someone who we can see taking us into the future of real estate," said Kaira Sturdivant Rouda, president of Real Living.

Shoemaker joined Real Living in September 2004 as director of customer services, where she led the Agent Service Center and Customer Care teams.

Prior to her career at Real Living, Shoemaker managed online consumer services for Gap Inc. Direct and their three brands. She was instrumental in the launch of Old Navy online, managed a call center leadership and associate team and created and implemented standard operating policies and procedures around the consistent delivery of service to the online consumers. She also identified and successfully drove associate productivity and sales objectives. Shoemaker is a graduate of Capital University, where she received a bachelor's degree in sociology.

About Real Living Inc.

Real Living, a family-owned company based in Columbus, Ohio, is one of the nation's fastest-growing real estate firms. The company manages more than 70 company-owned real estate offices and has a growing network of franchisees coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also offers nationwide corporations industry leading relocation management services. Real Living was named one of the best new franchises by Entrepreneur Magazine and winner of the Inman Innovator Award, multiple Webby Awards and many more for their marketing efforts. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit www.RealLiving.com.

###