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News from

**Real Living**<sup>®</sup>

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## **Real Living Wins Two 2005 Telly Awards**

*Firm wins its first coveted finalist recognition for its winter and spring television spots*

**COLUMBUS, OH** – (June 9, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, announced today that the company won two national Telly Awards for television commercials created for its winter and spring campaigns. This announcement was made by Kaira Sturdivant Rouda, chief marketing officer for Real Living.

The Telly Awards is the premier award honoring outstanding local, regional and cable TV commercials and programs, as well as the finest video and film productions. They annually showcase the best work of the most respected advertising agencies, production companies, television stations, cable operators and corporate video departments in the world.

“For 26 years, the Telly Awards has recognized the finest in creative work and we are excited to be among this elite group of people,” says Rouda. “This is a much deserved honor for our in-house creative team. The television spots are an important part of an integrated communications strategy for Real Living. We’re proud of the entire campaign, which includes newspaper and radio advertising, and a strong online rich media component. With creative, it’s great to win awards but at Real Living, we believe it’s only great creative if you get results: helping our sales agents be more productive by letting consumers know more about the benefits of working with a Real Living agent. If we increase sales, then our creative has done its job.”

Real Living’s creative is designed to change the way consumers view residential real estate. The creative works to position Real Living as an innovative, retail-like brand with energy and fun helping to promote the company’s suite of web-based tools for buyers and sellers. Created and produced in-house, the spots involve an interplay between the real world and the surreal world, with the underlying music by Lisa Stansfield, “Its Got to be Real.”

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Since 1978, the Telly Awards mission has been to strengthen the visual arts community by inspiring, promoting, and supporting creativity and encourage a diverse field of entries. The Telly is the largest and most prestigious award of its kind, receiving 10,000 entries from all 50 states and 30 countries around the world. Judges evaluate entries to recognize distinction in creative work — entries do not compete against each other. Instead, entries are judged against a high standard of merit. Finalists represent 18 to 25% of entrants.

### **About Real Living**

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. 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 [www.realliving.com](http://www.realliving.com).

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*Editor's note: Compressed version of both spots is available for interested media by emailing Meredith Bruder at [m.bruder@realliving.com](mailto:m.bruder@realliving.com).*