
News from

Real Living[®]

Date:

2/6/2006

FOR FURTHER INFORMATION CONTACT:

Keith A. Kumler, Real Living Inc., (614) 273-6033 or Keith.Kumler@RealLiving.com

For Immediate Release

Real Living named one of *Entrepreneur Magazine's* Top New Franchises for 2006!

Real Living ranked 23rd out of 50 for top new franchises and 360th in *Entrepreneur's* Franchise 500 for 2006!

COLUMBUS, OH - (January 24, 2006) – Real Living Inc., the fifth-largest residential real estate firm and 2005 Most Innovative Real Estate Brokerage in the United States, announced its most recent recognition of being ranked 23rd out of 50 for top new franchises and 360th in *Entrepreneur's* Franchise 500 for 2006!

2005 was Real Living's third year as a national franchisor and expanded its market presence in ten states, experiencing a 50-percent growth in its franchise operations for the year.

Harley E. Rouda Jr., CEO and managing partner of Real Living Inc., said, "Although 2005's growth was impressive, it does not compare to the growth we are planning to experience in 2006. As we continue to revolutionize our state-of-the-art agent toolset, we are also launching a new consumer platform in March that will enhance the consumer experience when working with a Real Living agent. The bottom line: Real Living will have the tools to grow our franchises in an ever-changing market – which will be the perfect opportunity for other brokerages to franchise with us."

Existing markets of growth for Real Living were primarily in Southwest Florida, Central Texas and Northwest Ohio. Real Living's new market growth was in South Carolina, Indiana, Michigan, Wisconsin and West Virginia. The largest growth period was in the fourth quarter, entering the downtown Chicago market place with three new franchise offices.

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 Estate Brokerage and Franchisor, and has also 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.

###