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Kaira Sturdivant Rouda Joins Trulia.com Real Estate Advisory Board

Real Living COO to Provide Industry Counsel to Real Estate Search Engine

COLUMBUS, Ohio (Dec. 19, 2006) — Kaira Sturdivant Rouda, chief operating officer of Real Living Inc., has joined the real estate advisory board of Trulia.com to provide counsel to the national real estate search engine regarding its strategy for delivering consumers the best neighborhood and home search experience online.

Consumers can search Real Living-represented property listings on Trulia.com using interactive heat maps, neighborhood guides and property listings in all 50 states and then be easily connected to complete property listing on Real Living's Web site, www.RealLiving.com.

Increasingly information-hungry consumers are shopping for homes on the Internet, and Rouda is embracing this trend. "Partnering with real estate search companies, like Trulia, is another way for us to gain exposure for our sellers' listings and to provide another service for our online consumers," said Rouda. "We're always looking for ways to make information available to consumers online," she said.

Unique to the Trulia model is their interest in putting consumers in touch with the real estate professional most knowledgeable about the attributes of that home: the listing broker or agent. "Our goal since Trulia's launch has been to provide home buyers and sellers with the best, most comprehensive real estate search experience on the Web," explained Trulia Co-Founder and COO Sami Inkinen. "We built an advisory board of experienced real estate professionals including Kaira Rouda to provide counsel on how best to navigate the waters to achieve this goal while offering brokers and their agents a cost-effective means to market their home sellers' property listings online."

Rouda joins a diverse, well respected group of real estate brokers and industry leaders from across the country on Trulia's real estate advisory board. They include: Anthony Azar, CEO, Realty Executives

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Southern Arizona, Sherry Chris, COO, Coldwell Banker Real Estate Corporation, Van Davis, Consultant and Former CEO, Foxtons, Michael Koval, SVP & CIO, Long and Foster Real Estate, Inc., Jonathan Miller, President/CEO, Miller Samuel Inc.,

Robert Moles, Chairman, Intero Real Estate Services, Steve Ozonian, Chairman, Realty Information Systems Inc./Help-U-Sell Real Estate, Michael Pappas, President, The Keyes Company and Bob Peltier, President, Edina Realty, Inc.

Rouda created the Real Living brand in 2000. Under her leadership, the brand has made a dramatic impact in an industry-facing consolidation and is attracting franchise partners nationwide. In the mid-1980s, she 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 and *Business First's* 40 under 40. Before joining Real Living, she was Vice President of Marketing for Stanley Steemer International. She and her husband, Harley and their four children reside in Upper Arlington.

About Real Living Inc.

Real Living Inc., the fourth-largest real estate firm in the country, boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 140 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News* and was ranked No. 23 in *Entrepreneur* magazine's Top 50 Best New Franchises. Each month, Real Living's Web sites receive nearly 14 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.

About Trulia

Trulia, Inc. (www.trulia.com), a national, residential real estate search engine, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker Web sites. Trulia helps consumers find information on homes for sale, and provides real estate information at the hyper-local level to help consumers make better decisions in the home-buying process. Founded in San Francisco in 2005 by Pete Flint and Sami Inkinen.

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