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**Real Living Inc. Posts Listings on Oodle.com, Propsmart.com, Trulia.com**

*More partnerships with other residential real estate search engines planned*

**COLUMBUS, Ohio** (May 17, 2006) – Real Living Inc., the nation's fourth-largest residential real estate firm, announced all of its listings are now available on Propsmart.com and Oodle.com. The company's Florida and Texas listings can also be accessed on Trulia.com. Listings from additional markets will be added to Trulia.com as the San Francisco-based residential real estate search engine expands into new markets.

"The Internet is increasingly the place where buyers and sellers go for residential real estate information, and as a consumer-focused company, our goal is to create the best consumer experience possible for them," said Kaira Sturdivant Rouda, Real Living's chief operating officer. "We look forward to expanding our relationship with Trulia, as well as partnering with other players that have the same goal of providing consumers convenient access to data."

Oodle, Propsmart and Trulia are three of numerous online services that provide free consumer access to property listings from around the country. Launched in December 2005, Propsmart features more than 1 million listings from most of the top 25 metropolitan areas nationwide; Trulia, which also began in 2005, contains listings from thousands of brokers' Web sites that are linked with a Google-based mapping system; Oodle began in 2004 and allows consumers to search thousands of listings in their area.

"Partnering with real estate search companies is another way for us to gain exposure for our sellers' listings and to provide another service for our online consumers," said Rouda. "Industry research shows that more than 80 percent of buyers start their search online – a number that will continue to grow – so we're always looking for ways to make information available to consumers online," she said.

"We and our agents welcome better-informed consumers," Rouda said. "The more information home buyers have, the better their experience. At the same time, we feel there is no substitute for face-to-face interaction. Agents possess unsurpassed market and industry knowledge that no data alone can come close to matching. The two together are a winning combination."

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In addition to partnering with online search engines, Real Living is continuing its position as a technology leader on other fronts. Earlier this year, Real Living unveiled MyRealLiving version 2.0, an industry-first, consumer-agent interface, which allows agents and consumers to work together in real time. The extranet, powered by Flash 8 technology, replicates an in-person experience online and allows consumers to organize, personalize, save and share information in one place seamlessly like never before.

**About Real Living Inc.**

The largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country, Real Living Inc., boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc was awarded the 2005 Inman Innovator Award by Inman News, ranked 23<sup>rd</sup> in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. 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 about Real Living Inc., visit [RealLiving.com](http://RealLiving.com).

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