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Real Living Wins Real Estate WebAward from Web Marketing Association
RealLivingFranchise.com earns Standard of Excellence

COLUMBUS, Ohio (Oct. 2, 2007) – Real Living Inc., one of the nation’s fastest-growing real estate firms, won the Web Marketing Association’s (WMA) 2007 Standard of Excellence WebAward for its franchise Web site, RealLivingFranchise.com, in the real estate category. The distinction is awarded annually to firms for outstanding achievement in Web site development.

“As the Internet’s role in real estate continues to grow, we strive to position our sites as the top real estate destinations,” said Kaira Sturdivant Rouda, president of Real Living. “We are honored to receive such high accolades from our marketing peers for our Web development efforts.”

RealLivingFranchise.com was launched in June 2007 in response to the accelerated growth of its franchise network. Real Living’s franchise network has grown 300 percent since 2005. In recognition of its success, Real Living was named one of the best new franchises by Entrepreneur Magazine and was recognized by Inman News as real estate’s “Most Innovative Franchise”.

Visitors to the franchise site will find:

- A list of 10 questions every person must ask before purchasing a real estate franchise
- Video testimonials from Real Living franchise owners across the country
- A three-minute video explaining the Real Living difference
- A schedule of webinars, trade shows appearances and company events

Founded by the WMA in 1997, the WebAwards is the standards-defining competition that sets industry benchmarks based on the seven criteria of a successful Web site – Web site design, copy writing, innovation, content, interactivity, navigation and use of technology – and provides a forum to recognize the people and organizations responsible for developing some of the most effective

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Web sites on the Internet today. RealLivingFranchise.com was among 2,400 sites from 40 countries that were adjudicated in 96 industry categories during this year's competition.

This year's judges included members of the media, advertising executives, Web site designers, content providers and webmasters.

About Real Living Inc.

Real Living, based in Columbus, Ohio, is one of the nation's fastest-growing real estate franchisors with more than 4,000 agents and 160 offices, coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also provides 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. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit www.RealLiving.com or www.RealLivingFranchise.com.

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