
News from

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**Real Living First National Franchisor to Incorporate Zillow.com™
Data and Valuations**

Tool provides sellers with free information on their home's value

COLUMBUS, Ohio (Sept. 21, 2006) – Real Living Inc, the nation's fourth-largest residential real estate firm, announced today that it is the first national franchisor to incorporate data and home valuations from Zillow. This will provide home buyers and sellers access to Zillow's free online data and Zestimate™ valuations on 68 million homes in America.

"Zillow's content will provide our buyers and sellers with convenient access to one more piece of important information that they can use, with the help of a knowledgeable real estate agent, to price their home competitively," said Harley E. Rouda Jr., Real Living chief executive officer and managing partner.

"We are delighted at the opportunity to provide our valuation tools for one of the largest consumer real estate firms in the country," said Jorrit Van der Meulen, Zillow.com vice president of partner relations. "We believe this contribution will help make Real Living's Web site even more useful to consumers than ever before."

Visitors to Real Living's Web site will access Zillow's free home valuation tool from the home page. In real time, the seller can get a free valuation of their home or surrounding homes in their neighborhood based upon the most current data available in Zillow's database by simply entering an address.

"More and more consumers are utilizing the Internet for real estate information, and we view Zillow as an online consumer planning tool that provides instant property data for consumers whether they want to sell now or are thinking about it in the future." Rouda said. "We think Zillow's valuations and data are a great starting point for our customers before they talk to one of our agents".

At Real Living, sales of listings are on average 96 percent of the estimate (i.e. the list price) determined by its agents. "Such a high list-sale ratio is a testament to the intangible market knowledge agents bring to the buying and selling process," Rouda said. "Understanding the nuances of the marketplace and unique qualities of each home allows agents to deliver to sellers the fair market value for their home. To eliminate the danger of overpricing a home and missing a sale, or underpricing a home, consumers will still need the professional services of a qualified Realtor."

"Price is the No. 1 factor in the salability of a home, especially in a buyer's market. That accuracy can make or break the sale of a home, so it's important for consumers to have as much information as possible," Rouda said.

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About Real Living Inc.

Real Living Inc. is the largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country. It boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 12 states, including Florida, Illinois and Texas. 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.

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