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**CONTACT: Kelly Kinzer**

Real Living Inc.

[Kelly.Kinzer@RealLiving.com](mailto:Kelly.Kinzer@RealLiving.com)

(614) 273-6085

**Real Living Welcomes Technological Changes,  
New Players in Real Estate Industry**

**COLUMBUS, Ohio** (Feb. 8, 2006) – Technology entrepreneur Richard Barton’s online real estate start-up, Zillow, which launched today, is a welcome addition to the real estate industry, said Real Living Inc.’s CEO and managing partner, Harley E. Rouda Jr.

“We’re interested in creating the best consumer experience possible, and we welcome new players that have the same goal,” said Rouda, whose company is the nation’s fifth-largest residential real estate firm and a well-known industry innovation leader, especially in the area of technology.

In March, Real Living will launch a new online product of its own – an enhanced version of its innovative consumer portal, MyRealLiving. MyRealLiving version 2.0, promises to be an industry-first, interactive consumer-agent interface, which allows agents and consumers to work together in real-time – creating the perfect consumer experience.

“More than 80 percent of buyers start their search online, and from our depth of experience in online interaction, we’ve learned what our consumers want and delivered,” Rouda said.

Specifically, MyRealLiving version 2.0 will replicate an in-person experience with a real estate agent online. Consumers will be able organize, personalize, save and share information in one place seamlessly like never before.

Zillow, a new online real estate database is expected to impact real estate in the same way Barton’s Expedia.com affected the travel industry, by making large amounts of real estate data available to customers in one convenient location.

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“Buying a home is the biggest investment most people will ever make. So a service that provides them convenient access to data is imperative,” Rouda said. But consumers should be aware data found on the Internet may not be complete and factual, therefore making a knowledgeable real estate professional in a home-buying or -selling experience more valuable than ever.

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.

“As a consumer-focused company with a strong legacy of staying at the forefront of change, we look forward to partnering with Zillow and others that are trying to fully integrate the home-buying and -selling experience for consumers in the digital world,” Rouda said. In addition to Zillow, other recent players include Trulia.com and PropSmart.com, new online listing services. “If consumers and agents benefit, it’s a win-win for the industry and for us, too.”

**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 130 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living Inc. was recently awarded the 2005 Most Innovative Real Estate Brokerage and Franchisor, and has 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](http://RealLiving.com).

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