

Real Living Earns American Marketing Association Awards

Firm earns awards of excellence in TV advertising and tradeshow categories

Columbus, Ohio – (June 24, 2004) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, recently earned American Marketing Association Awards of Excellence for its “lava” television spot and for its first annual convention, Momentum 2004.

The Columbus chapter of the American Marketing Association announced this year’s award recipients at the Achievement in Marketing (AIM) Awards ceremony, held on June 10 at The Northpointe Place in Columbus.

Kaira Sturdivant Rouda, Chief Marketing Officer of Real Living, said that the AMA awards are a reflection of Real Living’s commitment to innovative branding that appeals to consumers while garnering real results for its sales associates.

“We’re changing the face of residential real estate by breaking away from the typical, staid advertising that is traditionally associated with our industry,” said Kaira Sturdivant Rouda. “Consumers and agents are responding so positively to our new branding, and we’re thrilled that our marketing peers in other industries are responding positively to it as well.”

Real Living has earned a variety of additional marketing honors in the past year, including:

- More than half of all **Ohio Association of Realtors’** marketing and promotions awards, including the most coveted categories, including Institutional Advertising, Radio and Television advertising, Firm Web Site, Printed Materials and Classified Advertising
- Five international marketing awards, via **The Communicator Awards**, including first place honors for the firm’s first annual convention and award ceremony, in the events category, and second-place honors in categories including Web site, e-newsletter, radio campaign, ad campaign and brochure categories.
- Three PRISM awards, on behalf of the **Central Ohio Public Relations Society of America**. Real Living swept three out of PRSA’s four “New Media” categories, including Intranets & Internal Communication; Marketing External Communications and Web sites.

About Real Living, Inc.

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The largest independently-owned, residential real estate firm in the Midwest and the fifth-largest in the country, Real Living boasts nearly 5,000 sales associates and employees, nearly \$7 billion in annual sales, and more than 100 offices throughout the nation. Real Living also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management, auctions and home warranties. For more information, or to learn more about growth opportunities with Real Living, visit www.realliving.com.

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