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HER Real Living Integrates Google Maps, Provides Listings Through Google Base

Enhanced listings exposure, data access to improve consumer experience

COLUMBUS, Ohio (Oct. 20, 2006) – HER Real Living, part of the fourth-largest real estate firm in the nation, announced today the addition of Google mapping tools to its Web site, HERRealLiving.com, and that all of its listings can now be searched on Google, giving HER Real Living client listings worldwide exposure.

“Our goals include providing maximum exposure for our clients’ listings and giving consumers convenient access to data. We accomplish both of these goals and much more by providing our content to Google Base,” said Bill Evans, president of HER Real Living. “The upgraded maps allow consumers to scroll, zoom in and out, pinpoint a specific address or area and filter property results.”

Consumers can find HER Real Living listings through a simple Google keyword search. When they enter a search, like “Columbus homes,” a “Refine your search” box appears under the sponsored links. They can then search by location, property type, listing type, price, and number of bedrooms and bathrooms. When the refined search is entered, a list of home photos will appear, including listings from HER Real Living. Along with each photo is brief information about the home and a link that takes viewers directly to the listing on the broker’s Web site.

“Industry research shows that more than 80% 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,” Evans said.

In July 2006, Google sites registered the most search queries performed – 36.5%, according to comScore Networks.

HER Real Living’s listings can also be found on Oodle.com, Propsmart.com, Trulia.com and HERRealLiving.com.

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In addition to partnering with online search engines, HER Real Living is continuing its position as a technology leader on other fronts. Earlier this year, HER 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 HER Real Living

HER Real Living is part of the largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country. Real Living boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices throughout 12 states, including Florida, Illinois and Texas. Real Living 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, visit RealLiving.com or HERRealLiving.com.

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