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**FOR IMMEDIATE RELEASE**

### **HER Real Living Again Ranked No. 1!**

*Business First* ranks HER Real Living as the No. 1 Residential Real Estate Firm in Greater Columbus

**Columbus, Ohio** – (May 28, 2004) – HER Real Living, central Ohio's leading real estate company, once again ranked 1st in The List of Greater Columbus residential real estate agencies, published annual by *Business First*. In addition, HER Real Living Inc.'s parent company, Real Living, ranked 24th in the publication's list of Top 100 Greater Columbus privately held companies.

The annual Greater Columbus residential real estate agencies rankings from *Business First's* The List originate from the number of homes sold in Greater Columbus in 2003. The Greater Columbus privately held companies ranking are based from 2003 revenue.

"In our rapidly consolidating industry, I'm extremely proud that HER Real Living continues to dominate the Greater Columbus residential real estate market" said Harley E. Rouda, CEO and managing partner of Real Living. "And we owe our continued growth and success to our outstanding real estate, mortgage, and title professionals who serve the needs of consumers each and every day."

Rouda credited the firm's success to the hard work, teamwork and professionalism of its agents, and to its award-winning and innovative marketing and Web strategies.

"We look forward to continuing to provide our agents with the industry's best marketing technologies to help them remain among the most productive agents in the business," he said.

Consumer-friendly and agent-driven, HER Real Living meets consumer demands for quick, convenient access to real estate information. State-of-the-art tools support the firm's sales force, including individual agent Web sites with up-to-the-minute "Real-Time Listings," Real Finder, and other industry-leading technologies that are changing the home purchase and sale processes. The firm's Web site, [www.herrealtors.com](http://www.herrealtors.com), generates more than 3 million unique visitors per

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year, contributing to HER's high per-agent production rate which is 3 times more than other agents in Columbus.

"Our goal is to make sure our agents continue to have the country's best Web-based marketing tools and training, and a company culture that is fun. And based on the fact that over half of our agents joined us from other companies, we know it works," said Rouda. "While many agents and real estate firms are seeing a drop in their incomes, our agents continue to have record breaking years."

**About Real Living, Inc.**

One of the largest residential real estate firms in the country, Real Living boasts nearly 5,000 sales associates and employees and nearly \$7 billion in annual sales. 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](http://www.realliving.com).

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