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HER Real Living Relocation Earns Prestigious RELO® Quality Certification

Leading real estate firm takes home one of the top relocation awards

COLUMBUS, Ohio (April 13, 2006) – HER Real Living Relocation was awarded the RELO® Quality Certification Award at the Leading Real Estate Companies of the World™ conference on March 25, 2006.

The prestigious award certification is the real estate industry's only relocation-specific, quality service recognition, and RELO® Quality Certification (RQC) is the first program in the relocation industry to quantify and qualify what true relocation service excellence means. It was created by the RELO network to provide measurable standards for the pursuit of relocation excellence.

"We have worked diligently to build a program that offers unmatched service to transferees, whether they are moving into or out of our community. Everything we do – from the people we select to work for us to the technology we implement – is done with the objective of better serving our clients. We are honored to receive this award," said Geri Van Lent, president of HER Real Living Relocation.

HER Real Living Relocation earned the certification after meeting stringent standards and completing a rigorous and lengthy application process, overseen by a committee of leading industry professionals. Specific criteria was used to evaluate office facilities, technology resources, performance and production, staffing, training and continuing education, relocation services offered, advertising and marketing, customer satisfaction and more.

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Out of the 625 members in the Leading Real Estate Companies of the World™, HER Real Living Relocation was one of only 30 companies to receive the certification.

“We are very pleased to award this honor to HER Real Living, but I am not surprised to see them among the elite group of members meeting these standards,” said Cecelia Chott, RELO’s director of education who oversees the certification program. “Operating one of the most highly respected relocation departments in the industry, HER Real Living is exemplary in its relocation services. Because they make relocation such an integral part of their company, they have created the kind of department that others wish to emulate.”

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 Inc. boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc. was awarded the 2005 Inman Innovator Award by *Inman News*, ranked 23rd in *Entrepreneur* magazine’s Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living’s Web sites receive nearly 14 million page views. 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 or HERRealLiving.com.

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