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News from



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**FOR IMMEDIATE RELEASE**

## **HER Real Living Promotes Bill Evans To Executive Vice President**

Columbus, Ohio – (October 19, 2004) – HER Real Living, central Ohio’s leading real estate company, today announced that Bill Evans has been promoted to Executive Vice President. Harley E. Rouda, Jr., CEO and managing partner, said that Evans’ promotion is in recognition of consistent, outstanding leadership of the central Ohio market.

“When HER joined forces with Cleveland and Cincinnati real estate firms three years ago, our goal was to change the face of the residential real estate industry. That merger created the fifth-largest real estate firm in the nation. One of our primary goals was to make sure that, as we grew, we also maintained market leadership right here in our hometown,” said Rouda. “Bill’s been leading HER Real Living since that time – and he’s done an outstanding job. HER Real Living remains consistently ranked the number one real estate firm in central Ohio – and we owe a great deal of that success to our outstanding leadership and management team.”

After being a top REMAX agent for nearly a decade, Evans joined HER Real Living in 1996 as a recruiter. Over the past 8 years Evans has been promoted up through the sales operation ranks of the company to his current position as Executive Vice President. It was the agent-centric business philosophy and leadership in the areas of marketing, technology and training that prompted Evans to join HER. His strong recruiting and team leadership skills helped attract nearly 300 real estate agents to join the HER Real Living team. Under his leadership, HER Real Living built a volume market share of 23% for 2004.

“Real Living is completely committed to exceeding agent and consumer needs – and the company’s leadership is constantly focused on delivering the industry’s most innovative tools to serve both audiences,” said Evans. “It’s an honor in such a forward-thinking, high-energy environment. And it’s an even bigger honor to work with and serve HER Real Living managers and agents. We’re fortunate that the most productive agents in the real estate business call HER Real Living home. I look forward to continuing to serve our agents’ needs – and to welcoming more agents to our team.”

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Highly involved in the profession, Bill has been a featured speaker at numerous industry events and served on a number of committees for the Columbus Board of Realtors and the Ohio Association of Realtors. Bill resides in Worthington, Ohio, with his wife Tammi and their four children.

**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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