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News from



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## HER Real Living to Produce 50<sup>th</sup> Anniversary Cookbook

*Recipes being collected for popular cookbook's return*

**COLUMBUS, Ohio** (August 3, 2006) – HER Real Living, the No. 1 residential real estate firm in Central Ohio, will produce an 18<sup>th</sup> edition cookbook in honor of the company's 50-year anniversary.

From August 1-31, consumers can be part of the 50<sup>th</sup> Anniversary cookbook by entering their favorite recipe(s) online at [www.HERRealLiving.com](http://www.HERRealLiving.com). The cookbook will be split into four sections that will feature recipes for appetizers, entrees, desserts and drinks.

HER Real Living currently has 17 cookbook editions that remain very popular with agents and the public. The company produced its first cookbook more than 30 years ago. HER Real Living agents delivered the cookbooks door-to-door as a gift for residents of the Central Ohio community. Only 100,000 copies of the original cookbook were produced.

Each year, thereafter, the cookbooks remained very popular with the local community. Recipes were hand-collected by the agents seeking out clients and friends to help submit recipes for each cookbook.

The cookbooks also featured recipes from celebrities such as John Wayne, Carol Burnett and Mickey Mantle. "Celebrities were eager to submit recipes for our cookbooks when they found out the books were going to be a free gift for Columbus, Ohio citizens. They enjoyed sharing their favorite recipes with us, and we were happy to have so many celebrities add to our cookbook collection," said Harley E. Rouda Sr., founder of HER Real Living.

The cookbooks, which are free to the public, will be available at all 20 office locations. They are expected to arrive in November, just in time for the holiday season. For more information or to enter a recipe, please visit [HERRealLiving.com](http://HERRealLiving.com).

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"I would like to personally thank everyone who submits a recipe for our 50<sup>th</sup> Anniversary Cookbook. Your recipes will help make our next cookbook edition outstanding, and we hope you enjoy it for many years to come," said Rouda.

**About HER Real Living Inc.**

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. It 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 23<sup>rd</sup> 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 15 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 about HER Real Living Inc., visit [HERRealLiving.com](http://HERRealLiving.com).

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