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News from



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Real Living Receives Top Real Estate Award

*Real Living awarded Most Innovative Real Estate Brokerage honor
at a premier real estate conference in San Francisco*

COLUMBUS, OH – (August 2, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, announced today that they were honored with the 2005 Most Innovative Real Estate Brokerage award during Real Estate Connect 2005.

The award recognizes companies of all sizes that use technology and innovation to enhance the real estate transaction for consumers and real estate professionals. Real Living was one of two companies to receive the honor out of 65 other final nominations.

"As an agent-centric and customer-focused company, we're always looking for innovative ways to better serve agent needs and provide exceptional service to their clients," said Harley E. Rouda, Jr., CEO and managing partner for Real Living. "The award is a great honor that Real Living takes pride in – feeling very confident that we are indeed changing the face of residential real estate."

The award was presented to Real Living on July 27 at the Real Estate Connect 2005 conference in San Francisco. The conference is now in its tenth year and known as the leading event for real estate, technology and innovation. Top executives from across North America attend the conference to network with other real estate leaders and learn about real estate innovation.

Bradley Inman, Founder & Publisher of Inman News said, "With a great tradition in real estate, Real Living has demonstrated a proven track record of innovating, extending its brand through best business practices, marketing and technology."

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When asked how this award will affect Real Living, Rouda said, “As we continue our national growth – partnering with innovative real estate leaders, the award will act as a true national testimonial of the commitment and promise Real Living makes to enable our partners to be industry leaders.”

About Real Living, Inc.

HER Real Living is part of the Real Living network, the largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. 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 HER Real Living, Inc., visit www.herrealliving.com or www.realliving.com.

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