
News from



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HER Real Living Sponsors Festival Latino

Real estate company supports Hispanic and Latino communities

COLUMBUS, OH – (July 13, 2005) – HER Real Living sponsored Festival Latino that took place on Friday, June 17 and Saturday, June 18 in Bicentennial Park and Genoa Park in downtown Columbus. This announcement was made by Executive President of HER Real Living, Bill Evans.

HER Real Living hosted a booth at the festival to educate the Hispanic community about the home buying and selling process. The booth was staffed by various Spanish-speaking agents from HER Real Living and Realty One Real Living to speak with consumers. Those who stopped by the booth were entered into a drawing to win a cash prize of \$2,500. The winner selected was Erika Hernandez from Westerville, Ohio.

"We were very happy with the response we received at the Festival. Although, many customers recognized our logo, most were surprised to find out that HER Real Living has agents and key Web site pages translated that can serve consumers in Spanish. Our goal is to become the number one resource to the Latino community for any of their Real Estate needs," said Edward Sanchez, HER Real Living agent.

The mission of the festival is to provide the Columbus community with the opportunity to experience traditional and contemporary Latin American culture. Festival Latino presented visual arts, performing arts, authentic cuisine and educational workshops.

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This year, the festival celebrated its ten year anniversary and had over 300,000 in attendance. Festival Latino is the largest Midwest Hispanic and Latino event outside of Chicago. For further information regarding Festival Latino please visit www.festivallatino.net .

Individuals interested in learning more about a career in real estate can visit the “Join Us” section of HERRealLiving.com to learn more about the real estate profession, benefits of becoming a Real Living agent and how HER Real Living’s tools and services help its agents be the best in the industry. To learn more about HERReal Living, visit HERRealLiving.com to view all the real estate listings on the market.

About HER 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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Editors Note: Photo features (from left to right) Northeast Regional agent Edward Sanchez and Executive Vice President Bill Evans