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## Real Living Inc. Plans Largest-Ever Convention and Awards Ceremony: Momentum 2006

**COLUMBUS, Ohio** (Feb. 6, 2006) – Real Living Inc., the fifth-largest residential real estate firm in the United States, will kick off Momentum 2006, its third annual convention and awards ceremony, in Orlando, Fla. More than 1,000 agents will be in attendance – a record for Real Living.

Themed “Changing the face of real estate, one relationship at a time”, Momentum 2006 will take place Feb. 17-20, 2006, at the Royal Pacific Resort at Universal Studios, A Loews Hotel.

“Our agents, brokers and network partners are attending this year’s convention in record numbers in response to the unprecedented growth we’ve experienced since founding our company in 2002,” said Real Living’s CEO and managing partner, Harley E. Rouda Jr. Real Living has network partners in more than 40 cities nationwide, with more than 140 offices and nearly 5,000 sales associates and employees.

“We anticipate 2006 will be our biggest growth year yet as we continue our national expansion through franchising and mergers and acquisitions,” Rouda said.

In addition to learning about new initiatives under way at Real Living, Momentum 2006 will offer agents and broker/owners opportunities for networking, fun and interactive continuing education courses. Also planned is the company’s highly-anticipated awards night, where awards for sales, affiliated service support, agent and office-level accomplishments are presented.

Keynote speakers this year will include best-selling author and marketing guru, Keith Ferrazzi, of Ferrazzi Greenlight Inc., and entrepreneur, journalist and technology expert, Bradley Inman.

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Real Living will also unveil an industry-first, interactive consumer-agent interface, which allows agents and consumers to work together in real-time – creating the perfect consumer experience. The beta site of MyRealLiving version 2.0 will launch during the first week of March.

"This portal will revolutionize the way we – and the industry – do business," Rouda said.

Major sponsors for Momentum 2006 include: American Home Shield, Artina Promotional Products, COMDOC Inc., Cleveland.com, Dispatch Media Group/ThisWeek Newspapers, GBQ Partners LLC, Maguire & Schneider LLP, Porter Wright Morris & Arthur, Real Living Title, Real Living Mortgage, and Sun Newspapers.

"We're very grateful for the continued, generous support of our corporate sponsors, and we join them in celebrating another outstanding year with our agents, managers and network partners." Rouda said.

**About Real Living Inc.**

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. was recently awarded the 2005 Most Innovated Real Estate Brokerage and Franchisor by Inman News, was named 23<sup>rd</sup> in Entrepreneur Magazines Top 50 best new franchises and has won numerous awards for its marketing achievements. 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 Real Living Inc., visit [www.RealLiving.com](http://www.RealLiving.com).

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