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Real Living's CEO And Managing Partner Speaks Out About The Future Of Real Estate

*Harley E. Rouda, Jr. and five other industry executive leaders
discuss the future of real estate in a panel discussion at Real Estate Connect 2005*

COLUMBUS, OH – (August 2, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, announced today that Harley E. Rouda, Jr., CEO and Managing Partner for Real Living, was among five other real estate executives to discuss the future of real estate at Real Estate Connect 2005.

The Real Estate Connect conference, now in its tenth year, is known as the leading event for real estate, technology and innovation. The conference enables top executives from across North America the opportunity to network with other real estate leaders and learn about real estate innovation.

The six speakers discussed the next cycle in the real estate industry, predicting change, opportunities for new business models and the importance of doing business online – an area that Real Living is all too familiar with – as the company was named at the conference as the Most Innovative Real Estate Brokerage for 2005.

Real estate brokerages today must be innovative to keep up with industry trends, Rouda explained. "I think there's going to be some turns in the market – and some more than others," he said. Rouda used the term "housing burst" when asked what the industry will be talking about at this time next year. By burst, Rouda meant that in most markets it will be a flat sales or a very minor decline. In more cyclical markets there will be a greater price adjustment.

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Rouda's comments – made among a panel of online aggregators and advertising players as well as a discount brokerage – continually drew the most applause from the standing-room-only crowd. With deep roots in the real estate industry, and an understanding of leading edge technology, Rouda's remarks resonated with the crowd.

Real Living's innovation has always been on the forefront. In 1997, Real Living was the first real estate brokerage to discontinue its advertising in the newspaper's Sunday real estate section. Instead, Rouda focused on the future and implemented a technology-based platform. At the time, Rouda received some grief about the change. Now, Real Living is known for its leadership in innovation, specifically for its superior online platform.

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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