
News from



FOR IMMEDIATE RELEASE

CONTACT: Kelly Kinzer
Real Living Inc.
Kelly.Kinzer@RealLiving.com
(614) 273-6085

Real Living Agents Ranked Most Productive among Top 10 Real Estate Companies Nationwide

2005 transaction sides totaled 34,659

COLUMBUS, Ohio (July 28, 2006) – Real Living Inc.'s agents are among the most productive in the country, with the highest number of transaction sides per salesperson among the top 10 companies in the nation, according to a listing compiled by *REALTOR Magazine*.

Real Living's agents had 34,659 transaction sides, or an average of 16 sides per agent last year. NRT Inc., Parsippany, N.J., HomeServices of America, Minneapolis, and The Long & Foster Cos. Inc., Fairfax, Va., were ranked first through third, respectively. A transaction side means an agent represented either a buyer or seller in a transaction.

"As an agent-centric company, we pride ourselves on providing our agents with the most progressive tools in the industry so they can operate as efficiently as possible. This ranking is proof that it's working, and we're committed to continued innovation in agent services," said Bill Evans, HER Real Living's president.

Real Living provides its agents with a comprehensive intranet, access to online forms and contracts, individual agent Web sites, turnkey leave-behinds, direct-mail postcards and newsletters, e-cards and e-newsletters, and comprehensive professional development for every career level.

This spring, the company launched MyRealLiving version 2.0, a new version of its integrative consumer portal. The industry-first, consumer-agent interface, allows agents and consumers to work together in real time.

-more-



Real Living agents most productive among top 10 companies

Pg. 2

MyRealLiving was initially created in response to the growth of the Internet and the growing trend of consumers utilizing online technology for their home-buying experience. Since its inception, the service has seen continued, fast-paced growth in registered members. Currently, there are 59,000 members, and more than 2,000 new members sign up each month.

About HER Real Living Inc

HER Real Living is part of the fourth-largest residential real estate firm in the country and the largest independently-owned firm in the Midwest, Real Living Inc., 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 23rd 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 14 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 or to learn more about growth opportunities with Real Living Inc., visit HERRealLiving.com or RealLiving.com.

###