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News from



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HER Real Living Ranks Number One Again with Business First

HER Real Living is the Number One Residential Real Estate Firm in Greater Columbus for 2004

COLUMBUS, OH – (July 5, 2005) – HER Real Living, central Ohio's leading real estate company, once again received the first place ranking in The List of Greater Columbus residential real estate agencies, published annual by *Business First*. This announcement was made by CEO and managing partner of Real Living, Harley E. Rouda, Jr.

The annual Greater Columbus residential real estate agencies rankings from *Business First's* - The List, originates from the number of homes sold in Greater Columbus in 2004.

"The real estate market is a continuously evolving industry. HER Real Living has stayed on top and continues to dominate the Greater Columbus residential real estate market," said Rouda. "We owe our continued success to our highly dedicated mortgage, real estate and title professionals who are equipped to serve consumers daily."

In addition, Rouda credited the firm's success to the hard work, teamwork and professionalism of its agents, and to its award-winning and innovative marketing and Web strategies.

"It comes down to being an agent-centric and customer focused company," continues Rouda. "Having the tools and outlets to conduct business at your fingers tips is very important to our agents. That's how our agents serve their clients more efficiently and faster, giving the consumer the ultimate real estate experience. Real Living's state-of-the-art online tools allow our agents to stay in front of the consumer and many steps ahead of the competition. No other real estate company innovates like Real Living."

Consumer-friendly and agent-driven, HER Real Living meets consumer demands for quick, convenient access

to real estate information. State-of-the-art tools support the firm's sales force, including individual agent Web sites with up-to-the-minute "Real-Time Listings," Real Finder, and other industry-leading technologies that are changing the home purchase and sale processes. The firm's Web site, HERRealLiving.com, generates more than three million unique visitors per year, contributing to HER's high per-agent production rate which is 3 times more than other agents in Columbus.

"The objective at HER Real Living is to make sure our agents continue to have the nation's best Web-based marketing tools and training, and a company environment that is enjoyable. Based on the fact that over half of our agents joined us from other companies, we know our method works," said Rouda. "While many agents and real estate firms are seeing fluctuations in their incomes, our agents continue to have record breaking success."

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 HER 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 HER Real Living, visit HERRealLiving.com to view all the real estate listings on the market.

About HER Real Living and 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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