
News from



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FOR IMMEDIATE RELEASE

Does Your Home Need a Makeover?

If so, you're in luck! HER Real Living hosts second annual Real Appeal Promotion – giving a free exterior home makeover to three lucky central Ohio homeowners!

COLUMBUS, OH – (March 21, 2005) – Does your home need some real appeal? No problem! HER Real Living, central Ohio's leading residential real estate company, is again working with the Dispatch Media Group to give three lucky, central Ohioans a free exterior home makeover – through the second annual Real Appeal promotion!

Beginning March 21 through June 5, we'll be giving three lucky local homeowners a free exterior home makeover - valued at \$5,000! One winner will be selected each month - April 3, May 8 and June 5. Our crew of home improvement experts from Handyman Connection and Benchmark Landscape Construction Inc. will work with each winner to give your home fantastic curb appeal with new landscaping, fresh paint, exterior lightings and more!

"No one knows more about how to bring real appeal to a home than HER Real Living agents," said Bill Evans, Executive Vice President of HER Real Living. "If you're considering selling your home this season, this promotion is a great opportunity to increase your home's worth and add some curb appeal! Helping prepare homes for sale is just one more way Real Living agents make the home selling process easier and more convenient than ever."

How do I enter?

It couldn't be easier! Just visit HERRealLiving.com, the best place to find or sell homes in central Ohio, and fill out a quick and easy online entry form. You'll need to include a photo of the exterior of your home, which you can upload directly to our site. (Please note: You don't have to be selling your home to enter – the promotion is open to all central Ohio homeowners!) The entry process should only take about five minutes.

For more information, a complete list of promotion rules and regulations will be posted at HERRealLiving.com.



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How will I know if I won?

The Friday after each month's entry deadline, the 97.1 FM prize van will pull into the lucky home's driveway to inform the owners that they are this month's Real Appeal winner! A 10TV camera crew and HER Real Living, Handyman Connection and Benchmark Landscape & Construction, Inc. representatives will be in attendance to share the exciting news!

How many chances do I have to win?

Enter early! You will be eligible to win from the date you enter through the duration of the contest. There is no need for multiple entries.

About Real Living, Inc.

One of the largest residential real estate firms in the country, Real Living boasts nearly 5,000 sales associates and employees and nearly \$7 billion in annual sales. Real Living also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management, auctions and home warranties. For more information, or to learn more about growth opportunities with Real Living, visit www.realliving.com.

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