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Real Living Announces Real Deal Promotion

Real estate company provides solutions to current buyers' market

COLUMBUS, OH- (September 6, 2005) – Buyers' or sellers' market? Based on slowing home sales and rising inventories, the real estate market, especially in Ohio, is shaping up to be a strong buyers' market this fall. Capitalizing on these trends means increased deals for buyers as an incentive to purchase their next home, and Real Living is leading the charge with its Real Deals promotion, explained Harley E. Rouda, Jr., CEO and Managing Partner of Real Living, Inc.

Some industry reports claim the still-low interest rates encourage strong sales and a healthy market. While this is true in part, the numbers speak for themselves: HER Real Living home sales in July 2005 decreased approximately 11 percent, while inventory increased approximately 26 percent, according to TrendGraphix. This models the 2.5 percent decrease in the Midwest Pending Home Sales Index, a leading indicator for the health of the housing sector, between July 2004 and July 2005, as reported by the National Association of Realtors.

"We have been tracking these trend lines for several months and the net result is that the sellers' market we have experienced for several years is over," stated Harley E. Rouda, Jr.

Despite high sales transactions, an overwhelming increase of the amount of homes for sale on the market causes an uneven balance, Rouda explained. As sales climb, so does inventory. This rise has thus created a buyer's market – where buyers have a large inventory to choose from.

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Why the increase in homes for sale? The Census Bureau reports that although Ohio's population is growing, it's only at a fraction of the rate of the United States as a whole. In fact, approximately 45 more people move out of Ohio than move into it on an average day.

Of course, it's not all bad news. Even though overall housing affordability in the United States fell for the second consecutive quarter, Ohio can claim three out of the 10 most affordable metropolitan areas with populations under 500,000 people in Mansfield, Lima and the area comprising Canton and Massillon, RIS Media reported. Thus, affordability, along with the increase in inventory, provides a prime market for buyers to search for a home that suits all of their needs.

HOW IS REAL LIVING HELPING THE CURRENT MARKET?

In an effort to respond to the current buyers' market, Real Living's Real Deals promotion will boost market sales by offering special promotions to buyers and sellers. Real Deal homes will feature a price reduction and/or special financing options to buyers. These buyer incentives will increase sold units in order to break the stigma of a stagnant buyer's market and ensure a strong finish to 2005.

"Buyers who want their homes sold in a buyer's market must remember four key points," Rouda said. "First, choose an agent who has access to market statistics and trend forecasts that can show you exactly what the market in your neighborhood is doing. Second, correctly price your home based on that information or you may end up getting a lot less at closing. Third, buyers should choose an agent who has a comprehensive marketing plan that casts a big net over all of the prospective buyers available – especially Internet-savvy buyers who represent the largest number of prospects out there. Finally, with a shortage of quality buyers, choose a real estate firm that will drive the best buyers to your home through financing incentives and targeted marketing."

Rob Zellar, president of Real Living Mortgage, pointed out the Real Deal mortgage buy-down programs help the buyer – and the seller – through increased exposure on Real Living's public Web sites, in agents' prospecting materials and in community advertising.

"Real Deal is a program that helps sellers sell their home with enhanced marketing, and helps buyers buy their home with special financing. We have created a market advantage for our selling and buying clients. It's a great time to buy a home listed by Realty One Real Living," said Zellar.

For more information about Real Living's Real Deals, talk to your favorite Real Living agent or visit RealLiving.com.

About HER 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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