
News from



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RealLiving.com Is Now Available in Spanish

Spanish-language consumer Web site offers national home search, home buying and selling tips and a bilingual agent search tool

COLUMBUS, OH – (June 28, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the nation, announced today that key information to buyers and sellers is now available in Spanish on its public Web site, RealLiving.com. This announcement was made by Kaira Sturdivant Rouda, chief marketing officer for Real Living, Inc.

RealLiving.com now offers information in Spanish pertaining to homeownership and navigating the real estate transaction. The Web site also answers the most frequently asked questions and allows consumers to search for Spanish bilingual sales associates.

"This is the latest example of our ongoing commitment to meet the real estate needs of the nation's rapidly growing Spanish community," explained Rouda. "Real Living's Multicultural Services Department and our award-winning marketing tools have come together to incorporate marketing, technology and resources for the Spanish-speaking community. This approach informs the consumer about home ownership and the real estate transaction as it simultaneously educates our brokers and sales associates about the unique culture and needs of the Latino home buyer and seller."

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The launch of Spanish content on RealLiving.com is the latest element to be added to the existing Multicultural Services Program. As part of its ongoing diversity initiative, Real Living also provides contracts and forms translated for consumers, as well as recruiting support and materials to encourage and promote the hiring of Spanish-speaking sales associates to more effectively serve the Spanish market.

Real Living's Web sites currently attracts more than 14 million site visitors each month. The addition of Spanish content on RealLiving.com, coupled with a robust multi-media advertising and marketing campaign, is designed to continue to drive site traffic and MyRealLiving membership. Real Living is continuing to add more functionality and tools to serve as a preferred home resource tool on a national level to better serve consumers.

RealLiving.com's Spanish content is the latest launch on the firm's Web site, which features updated design and resources, including site navigation that makes it easier for visitors to find what they need and national search mapping that enables visitors to find homes anywhere in the United States. MyRealLiving, the password-protected area of the site that enables visitors to personalize their home search or selling experience, has been enhanced and the find-an-agent function makes it easier for visitors to find a real estate agent to help them through the home buying or selling process. A new customer care feature allows a site visitor to contact customercare@realliving.com and expect a personal response from Real Living's team of customer care associates.

Individuals interested in learning more about a career in real estate can visit the "Join Us" section of RealLiving.com to learn more about the real estate profession, the benefits of becoming a Real Living agent and how Real Living's tools and services help its agents be the best in the industry.

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About Real Living

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 visits 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 Real Living, Inc., visit www.realliving.com.

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