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Real Living, Inc., 2005 Year in Review

Leader in the real estate industry has another impressive year

COLUMBUS, Ohio– (January 11, 2006) – Real Living, Inc., the nation's fifth-largest residential real estate company, continued to thrive throughout 2005 with unprecedented innovations, award-winning marketing and unparalleled growth, receiving numerous achievements and awards.

Harley E. Rouda, Jr., CEO and managing partner of Real Living, said, "Real Living experienced phenomenal success in 2005. With numerous awards, accomplishments and nationwide growth, this past year reflects Real Living's eager pursuit and achievement of its goals. It's just amazing what we've achieved.

"This year, once again, our agents will be taking the market by storm. As we continue to revolutionize our state-of-the-art agent toolset, we will launch a new consumer platform in March that will enhance the consumer experience when he or she works with a Real Living agent. We have the best agents in the business, and they're ready to shine in 2006."

Below is a list of Real Living's awards and achievements in the year 2005.

Awards:

- **Top Honors at the 2005 Communicator Awards** – Real Living, Inc. was awarded three Crystal Awards of Excellence for *Real Living Magazine*, RealtyOneRealLiving.com and The Real Presentation. Three Awards of Distinction were awarded for HERRealLiving.com and RealLivingDayton.com for overall Web site, as well as for Momentum 2005, Real Living's annual convention.
- **Central Ohio Public Relations Society of America PRISM Awards** – Real Living, Inc. earned two Central Ohio Public Relations Society of America PRISM awards in the New Media and Feature Stories categories.
- **2005 Telly Awards** – Real Living, Inc. won two national Telly Awards for television commercials created for its winter and spring campaigns. The Telly Award is the premier award honoring outstanding local, regional and cable TV commercials and programs, as well as the finest video and film productions.

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- **Most Innovative Real Estate Brokerage** – During the 2005 Inman News Real Estate Connect Conference, Real Living was honored as the Most Innovative Real Estate Brokerage of 2005. The award recognizes companies of all sizes that use technology and innovation to enhance the real estate transaction for consumers and real estate professionals. The conference, in its 10th year, is known as the leading event for real estate, technology and innovation. It enables top executives from across North America the opportunity to network with other real estate leaders and learn more about the technology advancements taking place in the real estate industry.
- **Real Living CEO and Managing Partner Honored as One of the Most Influential People in Real Estate** – Inman News named Harley E. Rouda, Jr., CEO and Managing Partner of Real Living, as one of the Most Influential People in Real Estate.
- **Standard of Excellence WebAward for 2005** – RealLiving.com also won the Standard of Excellence WebAward for its “Outstanding Achievement in Website Development” in 2005. The Web Marketing Association’s (WMA) WebAward honors those who excel in Web site development against an ever evolving Internet standard.
- **19 Ohio Association of Realtors Marketing Awards** – The Ohio Association of Realtors (OAR) Promotion and Advertising competition awarded Real Living with 10 first-place honors and nine awards of excellence. With more than 800 entries and 34 companies entering in the year’s competition, Real Living won first-place honors in several categories, including Radio Advertising, Display/Advertising/Newspaper and Firm Web site.
- **447 Ohio Association of Realtors Presidents Sales Club Awards** – Overall, the Real Living network won 447 Ohio Association of Realtors (OAR) President’s Sales Club Awards.

Accomplishments –

- **Third Consecutive Year the Real Living Network Ranks Fifth-Largest Brokerage in the Nation** – The 2005 REAL Trends 500 Survey ranked Real Living, Inc. as the fifth-largest residential real estate brokerage in the nation. Survey data is based on closed transaction sides in the 17th annual Power Broker edition of *National Relocation* and *Real Estate* magazine.
- **Real Living named one of *Entrepreneur* magazine’s Top New Franchises for 2006** – Real Living ranked 23rd out of 50 for top new franchises and 360th in *Entrepreneur’s* Franchise 500 for 2006! Real Living expands its franchise operations in 10 states - with more than 50-percent growth - including Southwest Florida, Central Texas and Northwest Ohio. Real Living also entered several new markets, including South Carolina, Indiana, Michigan, Wisconsin and West Virginia. The largest growth period was in the fourth quarter of 2005, entering the downtown Chicago market place with three new franchise offices.

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- **RealLiving.com is Now Available in Spanish** – Key information for buyers and sellers is now available on RealLiving.com in Spanish. This is one of the great advances Real Living, Inc. has added to its Multicultural Services Program.
- **Four Real Living Realtors Recognized as RISMedia Realtors on the Rise** – Adam Kaufman of Realty One Real Living's Pepper Pike office, Jeanine Hanna and Nicole Yoder-Barnhart of HER Real Living's Hilliard/ West Regional office, as well as Scott Reynolds of Realty One Real Living's Avon Lake office were all named by RISMedia as part of the Top 50 Realtors on the Rise.
- **Real Living's CEO and Managing Partner Speaks Out about the Future of Real Estate at Real Estate Connect 2005** – Harley E. Rouda, Jr., CEO and Managing Partner of Real Living, Inc., was among five other real estate executives who discussed the future of real estate at the 2005 Inman News Real Estate Connect conference.

To learn more about Real Living and to view virtually all of the real estate listings on the market, visit RealLiving.com.

About Real Living, Inc

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 was recently awarded the 2005 Most Innovated Real Estate Brokerage and Franchisor, and has also won numerous awards for its marketing achievements. 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 Real Living, Inc., visit RealLiving.com.

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