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CONTACT: Mandy Levy
Marketing Coordinator
Real Living
614-451-5104
mandy.levy@realliving.com

A Pop Quiz May Open the Door to Your Perfect Career at RealLiving.com

Real Living launches online quizzes to see if real estate is a right career choice for you

COLUMBUS, OH – (June 9, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the United States, announced today that it has launched a pop quiz series to help those searching for a career determine if real estate is right for them. An additional quiz will help existing agents compare the benefits of Real Living with those of their current brokerage. This announcement was made by Kaira Sturdivant Rouda, chief marketing officer for Real Living, Inc.

"You experience real career satisfaction when your work allows you to use your best strengths and natural talents," Rouda said. "Such work is energizing and enjoyable, and when you love what you do, you can't help but be successful! But how do you identify your natural talents and find a great job that matches those talents? This is where recruiting quizzes come in. Located on RealLiving.com, in under sixty-seconds, these quizzes allow you to find out if Real Living is the place for you to realize your dreams."

Recent college graduates, considering a career in sales, are turning to a real estate career in record numbers, and Real Living is a perfect fit. With its state-of-the-art marketing technology platform, unsurpassed professional development and superior sales leadership, Real Living offers recent grads a great career path. The first quiz has been designed to help these recent grads discover if real estate is a career for them.

Real Living created a quiz for seasoned sales professionals seeking a different field, or for other professionals in different careers who are considering entrepreneurial, endless possibilities of a career in residential real estate. The quizzes take the user through a series of questions and situations to see if she is a perfect match for the industry. In addition, existing seasoned real estate agents can also take a quiz to determine if Real Living is the company that can help them grow their business. The questions in the quiz dare Realtors® to compare tools, marketing and support with those of their existing brokerage.

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"The combination of freedom, innovative technology and balance, along with increased flexibility and a virtually unlimited income potential, establishes a career in real estate as an intriguing prospect for thousands of professionals," Rouda continued. "As an independent contractor, you plan your own work-week schedule, which allows you to be and more in control of the time you spend with your family and in control of your own productivity. Cutting-edge real estate technology has increased the productivity and efficiency of the real estate transaction, further increasing income potential. The possibilities are endless."

After taking both quizzes and viewing their results, visitors will be asked to contact Real Living's Customer Care department or find an office in their local area to get in touch with a real estate expert. In addition, 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, benefits of becoming a Real Living agent and how Real Living's tools and services help its agents be the best in the industry.

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 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 www.realliving.com.

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