

**FOR IMMEDIATE RELEASE**

**CONTACT:** Kelly Kinzer  
Kelly.Kinzer@RealLiving.com  
(614) 273-6085

**Kaira Sturdivant Rouda Named President of Real Living**

*Real Living brand creator takes on greater role with growing real estate franchisor*

**COLUMBUS, Ohio** (June 6, 2007) – Real Living Inc., one of the fastest growing real estate franchisors in the nation, announced the promotion of Kaira Sturdivant Rouda to president.

In her new position, she will be responsible for the overall strategy and alignment of the company's agent and customer care centers; marketing, advertising and special events; professional development and training; franchise sales and services; Web services and the information technology infrastructure.

Rouda has served as chief operating officer and chief marketing officer for Real Living. A marketing expert of more than 20 years, Rouda created the Real Living brand with female consumers in mind. Women control or direct 91 percent of all real estate decisions and comprise more than 60 percent of the real estate work force. To Rouda, it seemed time to acknowledge that with a brand. The strategy has paid off. Real Living's grown more than 300 percent since it's inception in 2002.

"I'm looking forward to broadening our national footprint," said Rouda. "I'm proud of what we've accomplished at Real Living, and it's only going to get better. We have the right brand, a fantastic marketing-technology platform and an unstoppable culture with great people. That's why we're different. That's why more people are choosing us."

A passionate spokesperson for women and entrepreneurs, Rouda is writing a book about her entrepreneurial insights and branding expertise, due out in February 2008, titled: *Real You Incorporated: 8 Essentials for Women Entrepreneurs* ([www.RealYouIncorporated.com](http://www.RealYouIncorporated.com)).

Prior to her career at Real Living, Rouda was the vice president of marketing for Stanley Steemer, an Inc. 100 national franchisor. She is also a newspaper columnist, a fiction writer, and a frequent speaker on the topics of marketing and the power of women in business. Rouda is a member of the Women Presidents' Organization, the Google Real Estate Advisory Board, and a WebAward Judge for the Web Marketing Association. She is a magna cum laude graduate of Vanderbilt University.

-more-

Active in her community, she founded Central Ohio's first homeless shelter for families, served two terms on the board of the Mid-Ohio FoodBank, and now serves on the board of the YWCA and is an underwriter of The Women's Fund. She has received numerous awards for her civic service including the Ohio Sertoma Service to Mankind Award, Kiwanis Humanitarian Award, Northwest Rotary Woman of the Year and Columbus Board of Realtors Citizen of the Year.

Rouda resides in Columbus, Ohio, with her husband, Harley, and their four children.

**About Real Living Inc.**

Real Living, based in Columbus, Ohio, is one of the nation's fastest-growing real estate franchisors with more than 4,000 agents and 150 offices, coast to coast. Offering consumers a full suite of home and lifestyle services, Real Living also offers corporations industry-leading relocation management services. Real Living was named one of the best new franchises by Entrepreneur magazine and winner of the Inman Innovator Award. Real Living's award-winning Web sites receive nearly 17 million page views per month. For more information, visit [RealLiving.com](http://RealLiving.com) or [RealLivingFranchise.com](http://RealLivingFranchise.com).

**About Real You Incorporated**

*Real You Incorporated: 8 Essentials for Women Entrepreneurs* (Wiley; February 2008; Hardcover; \$24.95) by Kaira Sturdivant Rouda empowers women entrepreneurs. The book guides women to discover and love her personal brand and provides methods to bring it to market as a real business – unique and different. The book is available for pre-order at [Amazon.com](http://Amazon.com) and [RealYouIncorporated.com](http://RealYouIncorporated.com). To read Rouda's blog, go to <http://realyouincorporated.blogspot.com/>.

###