
News from



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FOR IMMEDIATE RELEASE

Marysville to be home to HER Real Living’s First “Office of the Future”

Central Ohio’s leading real estate firm opens first-of-its-kind real estate office prototype in Marysville; office design aims to strengthen relationship between Realtors and their clients

Columbus, Ohio – (June 16, 2004) – HER Real Living, central Ohio’s leading real estate company, is once again proving its commitment to changing the face of residential real estate with the launch of its first “Office of the Future” prototype in Marysville, Ohio, at 1041 North Maple. Office manager Bob McCarthy is excited to welcome members of the community to tour the new, 6,447 square-foot facility, at an open house celebration and ribbon-cutting ceremony on June 23, from 11:00 a.m. – 1:00 p.m.

“HER Real Living is committed to leveraging its office space to further build its progressive, innovative brand, and to strengthen the relationships between our agents and their clients,” said Harley E. Rouda, Jr., CEO and managing partner of Real Living. “With unique features like the Real Living Room, the Café, a spacious courtyard and ample, open workspace that can also be used by local community organizations for meetings and get-togethers, the new Marysville office truly is the real estate office of the future.”

HER Real Living has served greater Columbus since 1956, and the Marysville area since 1985. As part of the firm’s continued growth, the company is physically positioning its powerful, innovative brand through the creation of more than a dozen new offices throughout the Real Living Network in the next 5-10 years. The explosive growth of the Marysville real estate market, combined with the impressive performance of HER Real Living agents in the Marysville office (have increased their sales volume by 25.9 percent since 2001), made the community the perfect candidate for the company’s first prototype office. Additional new offices are currently in the works for high growth areas including Grove City, Hilliard and Powell.

“HER Real Living helps more consumers sell homes in central Ohio – and in Marysville – than any other real estate company,” said McCarthy. “We’re so thankful to the Marysville community for helping us grow to become market-share leader, and we hope our new office reinforces our commitment to constantly finding better ways to serve client needs.”





The new Marysville office will be home to more than 30 local Realtors®, in addition to several home mortgage counselors and title representatives. The new office is approximately 6447 square feet, and features 11 private/semi private offices, one manager office, one mortgage office, one title office, two closing rooms and 30 cubicles, with the goal of creating an open, community-building atmosphere. In addition, the following design elements make this facility one-of-a-kind to the real estate industry.

Innovative color palettes. Moving away from a typical, monochromatic work atmosphere, Real Living's multiple color palettes create a more energized and seasonal office environment. Providing multiple color palette options allows for selection based on existing conditions, regionalism and other factors, enabling each office to carry the Real Living brand with their own distinctive style. available color palettes allow for the use of Real Living Red throughout the office space, through the use of seasonal graphics, art and accent furniture such as the signature Red Lounge Chair.

The “Real” living room. With the goal of making the real estate office an inviting, comfortable place to conduct business for both Realtors and their clients, the Real Living Room is modeled after the modern, spacious living rooms often found in upscale, new-build homes. It contains a fireplace, a play area for children, and ample, comfortable seating with couches and over-stuffed chairs.

The Real Living Café. Realtors and their clients can grab a cup of java while they discuss details of the home buying and selling process in the Real Living Café, an open area designed to serve as a workspace and meeting room that has all the comforts and refreshments of a neighborhood coffee shop, with a high-tech feel.

Open-air workspace. With the goal of creating a more collaborative team environment, the office also features an open-air, efficient workspace to enable associates to better interact with each other, and ultimately better serve clients. This open air workspace also makes it possible for HER Real Living to make this space available for public meetings and community service functions, enabling the company to better serve the needs of the local Marysville community.

“We’ve been operating in Marysville since 1985 and at our old office on 127 West Fifth Street since 1992. This grand opening at our new office is a great way to get to know our new friends and neighbors,” said McCarthy.

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For more information and to RSVP, please contact Becky Morse, HER Real Living marketing coordinator, at 614.273.8403 or becky.morse@herrealtors.com.

About HER Real Living

HER Real Living is independently-owned and operated, with more than 800 Realtors serving the central Ohio area since 1956. To learn more about HER Real Living's Marysville office, to find a local Realtor to serve your real estate needs, or to see all the homes available in our market, visit www.herrealtors.com or call 937.644.0047.

About Real Living, Inc.

One of the largest residential real estate firms in the country, Real Living boasts nearly 5,000 sales associates and employees and nearly \$7 billion in annual sales. Real Living also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management, auctions and home warranties. For more information, or to learn more about growth opportunities with Real Living, visit www.realliving.com.

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