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**Real Living Inc, Nation's 4<sup>th</sup>-largest Real Estate Firm, to Launch  
MyRealLiving version 2.0 in Beta April 11**  
*Technology-Enhanced Consumer Portal to Revolutionize Real Estate Industry*

COLUMBUS, Ohio (April 11, 2006) – Real Living Inc., the nation's fourth-largest residential real estate firm, will unveil a beta version of its new integrative consumer portal, MyRealLiving version 2.0 on Tuesday, April 11. This will be an industry-first, consumer-agent interface, which allows agents and consumers to work together in real time and eliminates the mystery of information available to consumers. The portal replicates an in-person experience online.

"We call it 'homeing,' the future of how agents and consumers will come together to buy and sell homes," said Kaira Sturdivant Rouda, Real Living's chief operating officer. "It's not just searching for properties or viewing property data. It's not just an e-mail stating that MLS# 00000 has changed. It's seeing the property in your account with a sold sign on it. It's viewing all of your favorite properties in one place with your personal comments on the back of each. It's sharing that property with your friends and family electronically. For the first time in the real estate industry, agents and consumers will be able to organize, personalize, save and share information seamlessly in one place like never before," said Sturdivant Rouda.

Today, more than 80 percent of buyers start their search online. MyRealLiving version 2.0 delivers what consumers expect – convenience and control – utilizing the latest technology, Flash 8.

Buyers will be able to:

- Virtually flip saved property cards and add personal notes to the back
- Share properties and events with family, friends and agent instantly by dragging and dropping to "share" envelope, which stores personal contacts
- View a log of all marketing, legal documents and articles agent has sent to their account
- Receive alerts on each property card that show the updated status
- Bookmark articles and quizzes that assist in the buying process
- Keep all appointments, open houses and other events in one online calendar
- Personalize their account by changing color scheme and selecting favorite home

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Sellers will be able to:

- Track the number of online views for their listing daily or monthly
- Store a copy of the offer in their account
- View marketing materials from agent to see how their property is being marketed
- Use a convenient online calendar for all important transaction dates

MyRealLiving took the industry by storm three years ago with its initial launch. It allowed consumers to search for and save properties online. Initially, it was created in response to the growth of the Internet and the growing trend of consumers utilizing online technology for their home-buying experience. Since its inception, the service has seen continued, fast-paced growth in registered members. Currently, there are 59,000 members, and more than 2,000 new members sign up each month.

It's now easier than ever for buyers to search for homes among thousands of listings nationwide; find out what their home is worth by receiving a comparative market analysis (CMA), created by a local real estate agent, who can give them the most accurate information available; and get pre-approved and more.

Before becoming a registered user, consumers may view an interactive demonstration on RealLiving.com. In-depth FAQ and Help sections also are available.

"As an agent-centric company with the industry's most productive agents, providing them with the most cutting-edge tools is imperative," Rouda said. "Agents can easily share contracts, information about open houses, new prospective homes and more. MyRealLiving version 2.0 is all about staying at the forefront of change, constantly reinventing, and establishing a connection with buyers and sellers one relationship at a time."

Real Living partnered with AKQA, one of the leading interactive firms, to co-develop the site.

Real Living pre-launched MyRealLiving's latest version to its agents, brokers and network partners on Feb. 19 at Momentum 2006, Real Living's third annual convention and awards ceremony in Orlando, Fla.

The response was overwhelming. "I've never seen anything like this. This goes beyond any other real estate site out there," said Jill Rudler, a Real Living agent from Columbus, Ohio.

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Real Living Inc. also knows that women are the fastest-growing segment of homebuyers, but no one in the residential real estate business is marketing to them. A historically male broker dominated industry, most companies talked to themselves – until now. Real Living launched itself as the first women-focused brand, from the font and the logo treatment on up.

To try MyRealLiving version 2.0, visit [RealLiving.com](http://RealLiving.com).

#### **About Real Living Inc.**

The largest independently-owned residential real estate firm in the Midwest and the fourth-largest in the country, Real Living Inc., boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc was awarded the 2005 Inman Innovator Award by Inman News, ranked 23<sup>rd</sup> in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. 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 about Real Living Inc., visit [RealLiving.com](http://RealLiving.com).

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