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Real Living HER Expands Regionally Despite Economic Woes *Real Estate Offices Open in Clintonville, NE Columbus, Lancaster, Lithopolis & Marble Cliff*

COLUMBUS, Ohio (June 4, 2009)—As other real estate companies are contracting due to the economic strain on the housing market, Real Living HER, already central Ohio's largest real estate firm, is aggressively expanding its reach throughout the area. As a result, Real Living HER has opened five new offices in the last two months.

In March, Coldwell Banker, a national competitor, closed its office in Clintonville. As a result, Real Living HER opened an office in Clintonville on 4041 N. High St., Columbus, OH 43214, at the corner of Glenmont and High. The manager of the Coldwell Banker Clintonville office, along with 14 agents, has since migrated to Real Living HER and this new office in the last month.

Real Living HER also opened a new Lancaster location to serve its expanded presence in the area. The agent and consumer demand in Fairfield County escalated the need for this new office.

"Real estate is a local business and opening these offices enables us to better serve our local communities," said Harley E. Rouda, Jr., CEO of Real Living HER. "Real Living HER has been and will continue to be the local source for real estate. We have been number one in central Ohio since 1967 and do not plan to relinquish this position. In fact, our firm's market share increased from 16.5 to 20.5 percent during the first quarter of 2009."

Additionally, Real Living HER opened three satellite offices located in key areas of central Ohio:

Lithopolis: Teri Gilmore and Kelly Thacker, of The Gilmore Group, opened a Real Living HER office on 30 E. Columbus St. They may be reached at www.gilmoregrouprealtors.com or (614) 834-HOME. "The ability to grow our business as planned was really made possible by Real Living HER's business model," said Gilmore. "The switch was a no-brainer."

Northeastern Columbus: Kofi Amponsah and Associates opened a Real Living HER office on the corner of 161 and Karl Rd. They can be reached at www.KofiRealEstate.com or (614) 825-8836.

Marble Cliff: Cheryl Dye and Tri-Village Associates opened their Real Living HER office at 2109 W. 5th Ave., Suite E, Columbus, Ohio 43212. They can be reached at www.cheryldye.com or 614-506-2566.

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About Real Living HER

Real Living HER, the No. 1 residential real estate firm in central Ohio, is part of Real Living, Inc. With more than 2,000 associates and 100 offices coast to coast, Real Living offers a full suite of home and lifestyle services. Real Living was named one of the best new franchisors by *Entrepreneur* magazine, winner of the Inman Innovator Award and the Most Promising New National Real Estate Brand by the Swanepoel TRENDS Report. For more information, visit RealLivingHER.com or RealLiving.com.

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