



**FOR IMMEDIATE RELEASE**

**CONTACT: Mandy Levy**  
**Marketing Coordinator**  
**HER Real Living**  
**614-273-6025**

## **Real Living Announces New Web Features on RealLiving.com**

*Real estate company enhances its Web site to meet and exceed consumer needs*

**COLUMBUS, OH** (March 22, 2006) – Real Living Inc., the nation's fifth-largest real estate company in the nation, announces the addition of new Web site features to assist consumers in all of their home-buying and -selling needs on RealLiving.com. The updated site will provide visitors with additional user-friendly tools, improved accessibility and specified property categorization.

Users will find new and updated features in the RealLiving.com suite of Web tools. A new way of hunting for homes will enable visitors to search and sort homes by a variety of types, including Platinum Homes, Newest Listings and Real Deals.

Consumers will be able to easily flip through Real Living's entire stock of photos on the listing detail pages, which will provide a better glimpse of the home's features and attributes. These features on each of the property pages will also be restructured for easier viewing. Visitors can now effortlessly move forward and backwards through the results of their home search and even refine search criteria on the results page.

Each property on RealLiving.com now has added neighborhood information, including improved national and state maps that help narrow the search to the consumer's specific needs.

Real Living is also rolling out its new Gold Collection of homes, which ranges in price from \$400,000 to \$749,999, in conjunction with the Real Living Web update. The new collection has been developed to meet ever-evolving national real estate market trends such as rising home costs.

"The term 'luxury home' is changing, and Real Living is redefining it with the Gold Collection. It's a new category of homes that appeals to buyers looking for the unique elements and features of a luxury home, but in an affordable price range," said Kaira Sturdivant Rouda, Real Living's chief operating officer.

Editorial content will highlight each page, providing users with helpful information on home buying and financing.

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[RealLiving.com](http://RealLiving.com)

**A Network of Leading Real Estate Companies**  
**Built on Family, Innovation and Results.**





To learn more about HER Real Living and to view virtually all of the real estate listings on the market, visit [HERRealLiving.com](http://HERRealLiving.com).

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

HER Real Living is part of the Real Living network, the largest independently-owned residential real estate firm in the Midwest and the fifth-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 or to learn more about growth opportunities with Realty One Real Living, visit [HERRealLiving.com](http://HERRealLiving.com) or [RealLiving.com](http://RealLiving.com).

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