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**CONTACTS:** **Kelly Kinzer**  
Real Living Inc.  
Kelly.Kinzer@Realliving.com  
(614) 273-6085

**Lisa Farrow**  
OnBoard LLC  
lisaf@onboardllc.com  
(646) 747-4383

**Real Living Partners With OnBoard LLC**

*Realliving.com provides detailed community, school, home valuation information*

**COLUMBUS, Ohio** (Jan. 23, 2007) – Real Living Inc., the country's fourth-largest residential real estate firm, announced its partnership with OnBoard LLC, to provide Real Living customers with the most current data available on schools, communities and home valuation utilizing the latest technology delivery methods.

"Consumers are increasingly using the Internet to obtain information about home buying and selling, and being the local experts, it is our commitment to provide them with the most up-to-date and detailed data for their area. OnBoard LLC's content, integration and delivery methods are second to none in the industry," said Kaira Sturdivant Rouda, Real Living's chief operating officer.

Real Living is using OnBoard LLC data for community information on the property detail pages of its Web site. Consumers will see demographics, education, occupation and income, ethnicity, dwellings and even weather statistics. Each category compares the city (of a particular listing), the county and the state averages. An external link takes consumers to the [www.schoolmatters.com](http://www.schoolmatters.com) site where they can compare school districts. In addition, the company will feature a "What's your home worth?" utilization tool that gives consumers a price range of home valuations in close approximation to where they are searching.

Afterward, consumers can integrate the additional information with the market expertise and knowledge provided by their Real Living agent to either buy or sell their home as efficiently as possible.

"Internet-savvy consumers are demanding detailed information on communities, schools and property valuation, and they want it to be accurate, timely and comprehensive. We are excited to add Real Living to our ever-growing list of real estate partners, who have determined we can offer this and more to them for their customers," said Marc Davison, vice president of OnBoard LLC.

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Last year, Real Living announced similar partnerships with other online technology players in the real estate industry: PropSmart, Oodle and Trulia. “We continue to search for partners who have the same goal of providing consumers convenient access to data,” Rouda said.

In addition to partnering with online content providers, Real Living is continuing its position as a technology leader on other fronts. Last spring, Real Living unveiled MyRealLiving version 2.0, an industry-first, consumer-agent interface, which allows agents and consumers to work together in real time. The extranet, powered by Flash 8 technology, replicates an in-person experience online, and allows consumers to be able to organize, personalize, save and share information in one place seamlessly like never before.

**About Real Living Inc.**

Real Living Inc., the fourth-largest real estate firm in the country, has nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 140 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News* and ranked 23rd in *Entrepreneur* magazine’s Top 50 Best New Franchises. Each month, Real Living’s Web sites receive nearly 15 million page views. Real Living also offers a full range of affiliated business services, including home financing, title, corporate relocation management and home warranties. For more information, visit [www.RealLiving.com](http://www.RealLiving.com).

**About OnBoard LLC**

OnBoard, LLC, provides the nation’s leading real estate brokerage, relocation, mortgage and news media organizations with innovative website based content, information and tools that help consumers make more informed real estate decisions and savvy real estate professionals generate client leads. Clients include many of the most prominent names in real estate and consumer information services. OnBoard is privately held and based in New York City. For more information, visit [www.onboardllc.com](http://www.onboardllc.com).

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