



FOR IMMEDIATE RELEASE

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

Real Living Sweeps Ohio Association of Realtors® Marketing Awards

For a fourth straight year, Real Living Sweeps OAR Promotion + Advertising Contest Awards

COLUMBUS, OHIO – (September 13, 2005) – Real Living, Inc., the fifth largest residential real estate firm in the nation, announced today that it once again swept the Ohio Association of Realtors® (OAR) Promotion and Advertising competition, winning more awards than any other firm in the large broker category.

The contest is part of OAR's Annual Convention, held this year at the Columbus Convention Center from September 11-13. With 800+ entries and 34 companies entering in this year's competition, Real Living won first place honors in several of the competition's most coveted categories – including Radio Advertising, Display Advertising / Newspaper and Firm Web Site. In total, the firm won ten first place honors and nine awards of excellence. This is an increase in total from last year's awards.

"I am very thrilled about the turnout of this year's awards. Each year, Real Living continues to grow and become a more innovative and strong presence in the real estate market and these awards reflect that presence. I am confident that Real Living will continue to be a dominant force in the industry. I am also extremely proud of our marketing team that has been able bring the company visions to life," said Kaira Rouda, Chief Operating Officer for Real Living.

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First Place Awards

Auction
Business Cards & Stationery
Classified Advertising
Display Advertising / Newspaper
Firm Web Site
Photos of Billboards
Photos of Office Interiors
Photos of Office Exteriors
Radio Advertising
Photos of Office Signs

Awards of Excellence

Auction
Business Cards & Stationery
Classified Advertising
Individual Web Site
Photos of "For Sale" and "Sold" Signs
Photos of Office Interiors
Photos of Office Exteriors
Television Advertising
Photos of Office Signs

"It's truly an honor to consistently receive such remarkable marketing awards from our peers. With our dynamic brand, innovative agent solutions, and tremendous leadership team, we look forward to more tremendous success in the years to come," said Harley E. Rouda Jr., CEO and managing partner of Real Living. "These awards once again confirm that our marketing and promotional materials truly set Real Living agents apart in the real estate business," said Rouda.

With more than 32,000 members, OAR is the state's largest professional trade association. Composed of real estate professionals who've joined the local, state and national associations of Realtors, OAR offers services to members in addition to protecting private property rights for the public. These services include lobbying, research, legal help, current real estate information and member discounts on products and services.

About Real Living, Inc.

The largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. boasts nearly 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc was awarded the 2005 Most Innovative Real Estate Brokerage and Franchisor, and has won numerous awards for its marketing achievements. Recently, Realliving.com earned the Standard of Excellence Web Award for 2005.

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Awards / Real Living page 3

Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. 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 Real Living, Inc., visit RealLiving.com

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