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Real Living Upgrades Online Tours to Offer More to Buyers and Sellers
Consumers can now find detailed property info through firm's home listings

COLUMBUS, Ohio (Aug. 28, 2007) – Real Living HER announces its partnership with FloorPlanOnline, which will provide Real Living HER customers with the highest quality online home tour experience with the best content available.

"The average homebuyer is in his or her early 30's, and searches for homes exclusively online," said Bill Evans, president of Real Living HER. We want to have the best tools in the industry available for our clients online. Being the local experts, it is our commitment to provide them with the most up-to-date and detailed content. The FloorPlanOnline Production Department produces quality video, flyers and tools that make searching for a home simple and exciting. The service provider network is second to none in the industry."

Real Living HER is using FloorPlanOnline Tours on many of its listings to provide additional detail and information regarding individual listings. Consumers will see FloorPlanOnline Tours typically have more than 30 non-distorted big color photos, a built-in video with music, built-in maps by Google with satellite and topography views, printable flyers, e-mail-able link and frequently the FloorPlan of the property. The interactive FloorPlan is distinctive due to its "click the kitchen see the kitchen" interface. Buyers can literally walk thru the property clicking on rooms and seeing both the layout of the room and the photos from inside that room.

After viewing a property, consumers can communicate back to the agent via a direct e-mail icon built into the tour.

"FloorPlanOnline is excited to work with Real Living HER, a technology leader dedicated to providing the best tools for agents, buyers and sellers in today's market," said Kris Cone, FloorPlanOnline CEO. "Our team is dedicated to improve the quality of the content on all Real Living HER online listings with our unique Interactive Tours, featuring the Virtual WalkThru™ video."

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About Real Living HER

Real Living HER, a family-owned residential real estate company serving central Ohio, is part of Real Living Inc. It boasts nearly 4,000 agents and employees and more than 160 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 17 million page views, on average. Real Living also offers a full range of affiliated business services, including home financing, title, relocation and home warranties. For more information, visit RealLivingHER.com or RealLiving.com.

About FloorPlanOnline

FloorPlanOnlineSM created the Interactive FloorPlan Tour to fill the gap in the market created by traditional virtual tour services - namely, the inability to see the property layout before an actual site visit. Our products save the Buyer, the Seller, and the Real Estate Agent valuable time and provides them key information that has been requested for years. Because our roots stem from veterans of the real estate and Internet industries, we recognized the needs of the Buyer/Agent could be satisfied using today's advanced software technology and the World Wide Web. For More Information visit www.FloorPlanOnline.com

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