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RealLiving.com Gets a Makeover!

New site offers national home search, home buying, selling + financing info and more intuitive navigation. Personalized MyRealLiving accounts now offer visitors more powerful, time-saving home search + selling tools

COLUMBUS, OH – (April 26, 2005) – Real Living, Inc., the fifth-largest residential real estate firm in the nation, recently celebrated spring – prime home buying season in the Midwest – by giving its public Web site, RealLiving.com, a complete makeover!

RealLiving.com v. 2 features a more dynamic, engaging and user-friendly navigation, national home search functionality and an array of home buying, selling + financing tools, resources and information. In addition to finding their dream home on RealLiving.com, visitors can now also find the perfect real estate agent, find out how much their home is worth and get pre-approved for a mortgage. The updated site also enhances the design and functionality of MyRealLiving – enticing more visitors to personalize their home buying or selling experience by storing listings, saving searches, signing up for listing alerts and more.

“Our goal is to make searching for a home a truly enjoyable, fun and easy experience,” said Kaira Sturdivant Rouda, chief marketing officer for Real Living. “We know that nearly 80 percent of all home buyers start their search on the Web – and that more women are driving the home search process than ever before. That’s why our new site provides a better, more engaging environment for women to search for homes, real estate related information, and more. By making the Web work for our customers – we’re aiming to create loyal, lifetime customers for our real estate agents.”

Rouda said that Real Living's Web sites currently attract more than 162,700 thousand site visitors each month – and this new site, coupled with a robust multi-media advertising and marketing campaign, is designed to continue to drive site traffic and MyRealLiving membership.

Key Site enhancements include:

Updated design + resources – In addition to a new, more dynamic design, RealLiving.com v. 2 also boasts new site navigation that makes it easier for visitors to find what they need, fast. The site's Tools + References section has also been enhanced significantly, now containing dozens of articles, tips and information related to home buying, selling and financing.

National Search Mapping – the site now enables visitors to find homes anywhere in the United States. If visitors are interested in homes in areas where Real Living operates sales offices, the visitor can be taken directly to those market-specific Web sites for easy local searching. If visitors are interested in homes in areas where Real Living does not currently operate a sales office, they'll be taken to the national search page of the RELO Network– the country's largest network of leading independent residential real estate firms.

Enhanced MyRealLiving – To make RealLiving.com work harder for its visitors, the firm enhanced MyRealLiving – the password-protected area of the site that enables visitors to personalize their home search or selling experience. The redesigned MyRealLiving offers visitors the opportunity to:

- Save searches, save favorite listings, and share comments related to listings with their Real Living real estate agent;
- Keep track of how many online visitors have taken a virtual tour of their home online;
- Find their dream home – by receiving automatic e-mail alerts when homes they'll love hit the market;
- Find out what their home is worth – by requesting a Comparative Market Analysis (CMA);
- Get pre-approved, to make the home buying process fast and easy;
- Find the perfect agent – either on their own, or with the help of Real Living's customer care team.

-more-

Enhanced Find an Agent function – the site also makes it easier for visitors to find a real estate agent to help them through the home buying or selling process. Visitors can now find information regarding why using a real estate agent is so important, tips on interviewing real estate agents – and a searchable database of Real Living agents across the nation. Visitors can search by agent name or by neighborhood.

Customer Care Team – to help visitors through the home search and sale process – and to answer questions along the way, Real Living also recently introduced a Customer Care team to Realliving.com. Any time a site visitor has a question or a need, they can contact customercare@realliving.com and expect a personal response from Real Living’s team of customer care associates. The Customer Care team can also help site visitors find the perfect agent.

“We’re excited about the launch of Realliving.com v.2, and we’re already looking forward to adding more functionality and tools to serve both consumers and agents,” said Rouda. “Our market-specific Web sites have long been the top home search resources in the major markets we serve. We’re now excited for Realliving.com to become the preferred home search resource on the national level, too.”

Rouda said that Real Living’s deep multi-media campaign, which features innovative TV spots, print advertisements and a geographically-targeted interactive campaign, is specifically designed to drive more traffic to the firm’s Web sites, which already average more than 1,953,200 million visitors per year. The firm’s TVspots are featured on an array of programming and Web sites with high female viewership/visits, including Desperate Housewives, Law & Order, Trading Spaces and While You Were Out (among many others) and Yahoo Real Estate, AOL, among others.

About HER Real Living, Inc.

HER Real Living is part of the Real Living network, one of the largest residential real estate firms in the country, boasting nearly 5,000 sales associates and employees and nearly \$7 billion in annual sales. HER Real Living 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, visit www.HERRealLiving.com or www.Realliving.com.