
News from



CONTACT: Becky Morse
Marketing Manager
HER Real Living
614-273-8403
becky.morse@realliving.com

FOR IMMEDIATE RELEASE

For a Third Consecutive Year Real Living, Inc. Ranks as Fifth-Largest Brokerage in the Nation

*2005 REAL Trends 500 Survey ranks
Real Living, Inc. fifth-largest by closed transaction sides*

COLUMBUS, OH (May 25, 2005) – For the third straight year, the 2005 REAL Trends 500 Survey ranked Ohio based Real Living, Inc., as the fifth-largest residential real estate brokerage in the nation. Survey data is based on closed transaction sides in the 17th annual Power Broker edition of National Relocation and Real Estate magazine. This announcement was made by CEO and managing partner of Real Living, Harley E. Rouda, Jr.

“We owe our continued growth and success to the incredible vision and dedication of our family of nearly 5,000 real estate professionals,” said Rouda. “As a corporation, Real Living, Inc. continues to provide our agents with the best possible resources in the business. We believe our agent-centric business model allows our agents to leverage income and productivity to some of the highest levels in the industry.”

Companies within the Real Living Network reported real estate sales of nearly \$9.1 billion in 2004. In addition, Real Living boasts selling a home every 12 minutes and attracting over 14 million Web site visitors each year, two factors that led to the fifth-largest brokerage ranking. More than 5,000 associates and support staff serve the Real Living Network and the company operates more than 140 offices throughout Ohio, Kentucky, Texas, Indiana, Michigan, Wisconsin and Florida. The company is also in the process of opening additional offices throughout the United States.

News from



"As we look at the role of the real estate agent as well as the franchisee, the business model for them has changed," explained Rouda. "It has gone from real estate sales to managing a business. There are great opportunities to partner with franchises or other joint ventures, so choose your partners well. If you have great agents, buyers and sellers will follow. Whoever has the best professionals attracts the most and best clients. At Real Living, Inc. we are confident we will attract more buyers and sellers, making 2005 our best year yet."

Rouda credits the many successes of Real Living, Inc. to its state-of-the-art tools that support the firm's sales force, including individual agent Web sites with up-to-the-minute "Real-Time Listings," automated marketing and other industry-leading technologies that are changing the home purchase and sale processes. Consumer-friendly and agent driven, Real Living, Inc. meets consumer demands for quick, convenient access to real estate information, assisting the organization with its coveted fifth-largest brokerage in the nation recognition.

The 2005 REAL Trends 500 Survey rankings originate from surveys distributed by REAL Trends, a publishing and communications company providing news, research and information-based services to the residential real estate industry. The annual survey ranks brokerage firms according to closed sales volume and closed transaction sides. Results are verified by the ranked companies' accountants, auditors and/or franchisees.

About Real Living, Inc.

The largest independently-owned, residential real estate firm in the Midwest and the fifth-largest in the country, Real Living 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 and Texas. Real Living also offers a full range of affiliated business services, including home financing, title, relocation, corporate relocation management, auctions and home warranties. For more information, or to learn more about growth opportunities with Real Living, visit www.realliving.com.

News from



###