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Real Living's Columbus Market Gets New Name: Real Living HER

Company aligns with national brand

COLUMBUS, Ohio (Jan. 9, 2007) – HER Real Living became Real Living HER this month – a move that is part of the company's national re-branding initiative that began in 2002. The company plans to complete its re-branding by the end of 2007.

"This is the final step in our re-branding strategy, which began after the merger with Realty One," said Bill Evans, the president of Real Living HER. "This is no secret to our agents, who have known about the name change for some time."

HER Realtors, founded by Harley E. Rouda Sr., and Realty One, based in Cleveland, Ohio, were merged in 2002 to become Real Living Inc. by Harley E. Rouda Jr. Since then, Real Living, which is based in Columbus, Ohio, has become a national brand with more than 150 offices nationwide.

"It will be a subtle, yet effective change," said Evans. We're aligning Real Living HER with the national brand and fully integrating all systems at the Real Living level. It just makes sense. 'HER' will always have a warm spot in our agents' hearts, and we will always keep it as a part of our name. It's been around for 50 years, and we'll continue to provide the public with the best agents and services possible."

The change will happen gradually. Forms and contracts will be switched immediately. Signage will change as it needs to be replaced. The new Web site address is RealLivingHER.com.

In Cleveland, Realty One Real Living has also changed to Real Living Realty One.

About Real Living HER

Real Living HER is part of Real Living, the fourth-largest real estate firm in the country. Real Living, based in Columbus, Ohio, boasts nearly 4,000 sales associates and employees, \$8.4 billion in annual sales and more than 150 offices nationwide. It was awarded the 2005 Most Innovative Real Estate Brokerage and attracts more than 14 million Web site visitors each month. It also offers home financing, title, relocation, corporate relocation management and home warranties. For more information, visit RealLivingHER.com or RealLiving.com.

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