
News from



FOR IMMEDIATE RELEASE

CONTACT: Kelly Kinzer
Real Living Inc.
Kelly.Kinzer@RealLiving.com
(614) 273-6085

HER Real Living Opens Satellite Offices

Offices to serve niche communities, provide new opportunities for agents

COLUMBUS, Ohio (Nov. 15, 2006) – HER Real Living, a division of the fourth-largest real estate firm in the nation, announced the creation of a satellite office plan to serve niche communities in central Ohio and beyond.

The plan, which will help HER Real Living better serve its top prospective markets, is being tested in central Ohio. If the model is successful, it will be introduced in all of Real Living's markets. Each satellite office consists of a top-producing HER Real Living team of agents. Recently, HER opened 11 satellite offices, including Canal Winchester with Terry Jordan; Delaware with Donna Travis; another Delaware office with Heather Kamann; Dublin with Amy Conley and John Francis; Gahanna with Helen Nilsson; German Village with Marilyn Vutech and Jeff Ruff; Grove City with Rachel Casto; Hilliard with Susan Wainfor; Pickerington with Jim Reitano; Plain City with Barbara George; and the Short North with James Meyer and Stephen Dial.

There are plans to open six to 10 more by the end of the 2007. Other locations targeted for satellite offices include Beechwood, Bexley, Buckeye Lake, Clintonville, Grandview, Johnstown, Lewis Center, Reynoldsburg, Sunbury, Westerville and Worthington.

"This plan will help us expand our geographical footprint more efficiently than opening new offices," said Bill Evans, president of HER Real Living. "Agents win, too. They get the opportunity to be an entrepreneur and grow their business without office limitations. They reap all the benefits of being a franchise without the additional costs of accounting, legal assistance and branding."

HER Real Living has been marketing the idea to its agents for approximately six months, and so far the response has been positive. Satellite office agents offer the same core service, such as mortgage, title, home warranty and customer care, found in Real Living branch offices, and have the same access to Real Living's award-winning marketing materials as other agents.

"The satellite office concept has given me the freedom to expand my business using my own creativity and management philosophies," said Wainfor, in the Hilliard area. "It has definitely branded us as a team of Real Living professionals within our personal marketing area. The location suited us with close proximity to our homes, schools and sphere of influence. The opportunity to be able to take "ownership" of your business is unprecedented in the real estate business."

-more-



Marilyn Vutech and Jeff Ruff said, "Our team had simply outgrown our space. We found a wonderful 130-year-old building in a fantastic location in German Village that would us to be in one big open space for the best synergy and communication. We are really excited about our new home and think it will provide the perfect space in which to grow our team and business." The office is located across from Lindey's restaurant.

About HER Real Living

HER Real Living is part of Real Living Inc., the fourth-largest real estate firm in the country. It boasts nearly 4,000 agents and employees, \$8.4 billion in annual sales and more than 130 offices nationwide. Real Living was awarded the 2005 Inman Innovator Award by *Inman News* and ranked No. 23 in *Entrepreneur* magazine's Top 50 Best New Franchises. Each month, Real Living's Web sites receive nearly 14 million page views. Real Living also offers a full range of affiliated business services, including home financing, title, corporate relocation management and home warranties. For more information, visit RealLiving.com or HERRealLiving.com.

###