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News from



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HER Real Living Opens New Office

*Central Ohio's leading real estate firm expands
to better serve clients on the north side of Columbus*

COLUMBUS, OHIO – (July 26, 2005) – HER Real Living, central Ohio's leading real estate company, is once again proving its commitment to changing the face of residential real estate by opening its new North Regional office at 379 West Olentangy Street in Powell, Ohio, 43065. A community open house of the new office will take place on Wednesday, August 17, from 4-7 p.m., to celebrate HER Real Living's expansion and continued growth on the north side of Columbus.

"We specifically designed our 'real estate office of the future' with our agents and their clients in mind. The innovative space creates a great work environment for our agents and a comfortable atmosphere for their clients to feel at home," said Harley E. Rouda, Jr., CEO and managing partner of Real Living. "We are excited the North Regional office is our third new office building in the central Ohio market."

HER Real Living's new North Regional office will be home to more than 50 local Realtors® and a title representative to better serve clients. In addition, the following design elements make this facility one-of-a-kind to the real estate industry.

Innovative color palettes. Moving away from a typical, monochromatic work atmosphere, Real Living's multiple color palettes create a more energized and seasonal office environment. Providing multiple color palette options allows for selection based on existing conditions, regionalism and other factors, enabling each office to carry the Real Living brand with its own distinctive style.

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The “Real” living room. With the goal of making the real estate office an inviting, comfortable place to conduct business for both Realtors and their clients, the Real Living Room is modeled after the modern, spacious living rooms often found in upscale, new-build homes. It contains a play area for children, and ample, comfortable seating with couches and over-stuffed chairs.

The Real Living Café. Realtors and their clients can grab a cup of java while they discuss details of the home buying and selling process in the Real Living Café, an open area designed to serve as a workspace and meeting room that has all the comforts and refreshments of a neighborhood coffee shop, with a high-tech feel.

Open-air workspace. With the goal of creating a more collaborative team environment, the office also features an open-air, efficient workspace to enable associates to better interact with each other, and ultimately better serve clients.

“We are thrilled to have our state-of-the art Real Estate Office located in the heart of Powell, which was recently ranked 18 by *CNN/Money* magazine's best 100 cities to live. We have all the tools to help buyers find their perfect home--whether it is a new build, where we would start the process in our New Build Center, or an existing home, or to help sellers through successfully marketing their home through the selling process. We are excited to be here and ready to help our neighbors,” said Linda Whiting, office manager for the new North Regional office located in Powell.

HER Real Living's agents based out of the Muirfield/Powell office, located at 3499 Main Street in Powell, and the North Central Regional office, located at 20 Troy Road in Delaware, will merge into the new North Regional office, enabling them to serve clients' needs better than ever before!

The office's community open house will take place at 4-7 p.m. on Wednesday, August 17, during which free refreshments and hors d'oeuvres will be served, and tours of the new facility will be available.

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HER Real Living is independently-owned and operated, with more than 800 Realtors serving the central Ohio area since 1956. To learn more about HER Real Living's North Regional office, to find a local Realtor to serve your real estate needs, or to see all the homes available in our market, visit www.HERRealLiving.com or call 614.793.7400

About Real Living, Inc.

HER Real Living is part of the Real Living network, the largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the country, Real Living, Inc. 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, Texas and West Virginia. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. Real Living, Inc. 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 HER Real Living, Inc., visit www.herrealliving.com or www.realliving.com.

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