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**FOR IMMEDIATE RELEASE**

## **Real Living Brings Industry's Most Advanced Consumer Technology to Dayton Real Estate Market**

*New Web site – ReallivingDayton.com—offers advanced search capabilities, online appointment scheduling and more – making it easier than ever to buy or sell a home*

DAYTON, OHIO – (August 5, 2003) – **Real Living, Inc.**, the largest independently-owned residential real estate firm in the Midwest and the fifth-largest in the United States, continues its growth in Dayton by launching ReallivingDayton.com – a new, easy-to-navigate Web site that makes it easier than ever for consumers to buy or sell homes. Harley E. Rouda, Jr., CEO and managing partner of Real Living, says the firm also has launched a new virtual office for its agents. The intranet, MyRealLiving.com, helps agents spend less time in the office and more time doing what they do best – serving the needs of their clients.

Rouda said that in conjunction with the launch of ReallivingDayton.com, the firm's three local offices in North Dayton, South Dayton and Beavercreek will now operate as "Real Living," instead of "Real Living HER Realtors."

"Consumers currently know us as Real Living HER Realtors in the Dayton market – but now, with the launch of our new site – they'll know us simply as Real Living," said Rouda. "We still offer the best marketing technology in the business, and still have the best agents in the market. We've just simplified our name for consumer convenience."

Rouda said that ReallivingDayton.com offers Dayton homebuyers and sellers a variety of advanced, easy-to-use tools to simplify the home buying process – and to make it easier than ever to sell homes.

"Research shows that more and more consumers are turning to the Internet as the primary resource when searching for homes," Rouda said. "And when consumers are online, they're usually looking for convenience – a one-stop resource where they can the most up-to-date photos and information about homes available in their area. That's what we've delivered through ReallivingDayton.com"

-more-

[www.RealLiving.com](http://www.RealLiving.com)

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Key Features of RealLivingDayton.com include:

**Real-Time Listings** – Working with a Real Living agent, home sellers can market their homes immediately on RealLivingDayton.com, up to 10 days before their home hits other Web sites. Home buyers can visit RealLivingDayton.com anytime, day or night, to get information and photos of the latest homes on the market.

**Virtual tours and photos** – Home buyers want to save time when searching online – and to do so, they need multiple exterior and interior photos, virtual tours and more. RealLivingDayton.com offers numerous color photos of each home.

**Online Open House Schedules** – Want to know what open houses are going on in your area? RealLivingDayton.com lists the dates, times, locations and contact information for all open houses scheduled by Real Living agents.

**Advanced Search Capabilities** – Through Real Finder, Real Living's advanced search capability, home buyers can enter specific search criteria to find only the types of homes they're interested in. Consumers can search by zip code, number of bedrooms or bathrooms, school districts and much more. And for added convenience, they can even request to be e-mailed every time a home meeting their specifications hits the market.

**Online Appointment Scheduling** – For added convenience, buyers can schedule showings online, day or night.

**Advanced Mapping Capabilities** – Home buyers can "click on" any listing to locate the property on a community map. They can also locate places of interest near any property – including schools, places of worship, shopping centers and even other homes for sale in the area.

Consumers can also search for agents online, access home buying and selling information and resources and much more.

"With RealLivingDayton.com, our investment in finding better, more convenient ways for consumers to buy and sell homes has really paid off," said Rouda.

"RealLivingDayton.com is the best, most consumer-friendly home search Web site in Dayton – and we're thrilled to make this technology available to area consumers and agents."

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### **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 \$6 billion in annual sales, and more than 100 offices throughout the Midwest and Florida. 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](http://www.realliving.com).

For more information, visit [RealLivingDayton.com](http://RealLivingDayton.com), or contact one of the following Real Living offices:

#### **Real Living North Dayton**

937-431-6464

Kathleen Mansfield (manager)

#### **Real Living South Dayton**

937-433-1776

Peggy Rahe (manager)

#### **Real Living Beavercreek**

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Steven Weiser (manager)

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