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**FOR IMMEDIATE RELEASE**

## **Real Living Network Sweeps OAR Promotion and Advertising Contest for Second Straight Year, Winning Half of All Awards**

COLUMBUS, OHIO – (September 18, 2003) – Real Living, Inc., the fifth largest residential real estate firm in the nation, today announced that companies within the Real Living Network once again swept the Ohio Association of Realtors' (OAR) Promotion and Advertising competition, winning 20 of the 40 awards given to large real estate firms.

The contest is part of OAR's Annual Convention, held this year at the Cleveland Convention Center from September 14-17. The Real Living Network won first place honors in several of the competition's most coveted categories – including Institutional Advertising, Radio and Television advertising, Firm Web Site, Printed Materials and Classified Advertising – all of which featured the firm's new brand positioning, launched earlier this year.

The retro 1970s hit "Got to be Real" by Cheryl Lynn, which spent 26 weeks on the charts in 1978, serves as the basis of the firm's new branding – and the song is featured in its award-winning radio and TV ads. Real Living's catchy consumer tagline – "Buying or selling your home? It's Got to Be Real" – and the use of red as the predominant color in all creative materials define the primary elements of its new branding effort.

Harley E. Rouda Jr., CEO and managing partner of Real Living, said that the jazzy intro and upbeat refrain featured in "Got to be Real" – along with Cheryl Lynn's powerful and inspiring voice – perfectly communicate the energy and passion of the Real Living brand.

"We wanted to make a dramatic departure from the typical 'staid and conservative' advertising of our industry – to communicate a friendliness, a spirit, an energy that's been missing in real estate advertising," said Harley E. Rouda Jr., CEO and managing partner of Real Living. "Our marketing and promotional materials truly set us apart as a new, dynamic brand in the real estate business, one that relates to both agents and consumers on their terms."

Rouda also extended heartfelt thanks to the companies and agents in the Real Living Network for embracing the Real Living brand so enthusiastically.

"It's in the field, with agents and consumers, that the true success of a marketing campaign is measured," said Rouda. "That's why we're even more thrilled that agents and consumers across the state have responded so powerfully to the Real Living advertising and marketing materials. It's that kind of reaction that truly drives business for our agents, while building brand recognition regionally and nationally."

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

**A Network of Leading Real Estate Companies  
Built on Family, Innovation and Results**



## **Real Living Sweeps Statewide Marketing & Promotion Awards**

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What follows is an overview of the awards garnered by companies within the Real Living Network.

#### **First Place Awards**

Photos of Office Interiors (Real Living)  
Photos of Office Signs (Realty One)  
Photos of "For Sale/Sold" Signs (HER)  
Institutional Communications (Realty One)  
Novelty Advertising (Real Living)  
Institutional Advertising (Real Living)  
Radio Advertising (HER)  
Television Advertising (HER)  
Firm Website (HER)  
Classified Advertising (Realty One)  
Print Advertising – Brochures/Other  
Printed Materials (Realty One)  
Auction (HER)  
Individual Website (HER – Jill Rudler)

#### **Awards of Excellence**

Photos of Office Exteriors (HER)  
Photos of Office Signs (HER)  
Photos of "For Sale/Sold" Signs (Realty One)  
Institutional Communications (Realty One)  
Novelty Advertising (Real Living)  
Institutional Advertising (Realty One)  
Display Advertising – Newspaper (HER)

"In less than two years, Real Living has grown to become the largest real estate firm in the Midwest and the 5<sup>th</sup>-largest in the nation," said Rouda. "With our powerful brand, innovative agent solutions, and tremendous leadership team, we look forward to more explosive growth in the years to come. And we're already looking forward to celebrating our continued successes with Realtors across the state at next year's OAR Convention!"

#### **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).

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