



## FOR IMMEDIATE RELEASE

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## Real Living Realty Services to Open Prototype Office in Cincinnati – the Future of All New Real Living Offices

*New Kenwood office will look and feel like "home"*

**CINCINNATI, Ohio** (Aug. 2, 2006) – Real Living Inc., the fourth-largest residential real estate firm in the country, announced the opening of its Real Living Realty Services office prototype of the future in Cincinnati. The office will be the prototype for all future Real Living offices.

The Real Living Realty Services office in Kenwood, a suburb of Cincinnati, is located at 4990 E. Galbraith Rd, Suite 101, Cincinnati, OH 45236.

"We are changing the face of residential real estate. Instead of a stuffy office, now clients will walk into a living room complete with warm colors, cozy rugs, sofas and photo collages," said Clyde Corle, Real Living's vice president and general manager of the Southwest Ohio region. "We're very excited to debut the new look in September," said Corle.

Real Living has been working with an environmental branding firm to create a consistent look and feel for all of its offices across the country. Each office will feature either an urban, suburban or rural setting. The look of the office will depend on its location. The Kenwood office will display the suburban setting.

"When someone walks into our offices, we want them to feel welcome and at ease, just like they are at home," said Kaira Sturdivant Rouda, chief operating officer for Real Living. "We're trying to make the consumer home-buying and -selling experience as easy and stress-free as possible."

The grand opening of the office is set for Mid-September. For further questions or information about the Real Living Realty Services office in Kenwood, please call Audrey Masson at (513) 382-0151.

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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 Inc., boasts nearly 4,000 agents and employees, more than \$8 billion in annual sales and nearly 130 offices throughout 10 states, including Florida, Illinois and Texas. Real Living Inc was awarded the 2005 Inman Innovator Award by Inman News, ranked 23<sup>rd</sup> in *Entrepreneur* magazine's Top 50 Best New Franchises and has won numerous awards for its marketing achievements. Every 14 minutes, Real Living sells a home. Each month, Real Living's Web sites receive nearly 14 million page views. 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 Real Living Inc., visit [RealLiving.com](http://RealLiving.com).

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