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Real Living Partners with Builders to Create Industry-First New Construction Portal

COLUMBUS, Ohio (July 21, 2006) – Real Living Inc., the nation's fourth-largest residential real estate firm, is partnering with builders to create an industry-first new construction portal where consumers can search for new construction properties, builders, models and communities.

"Previously, consumers had to search multiple sites if they wanted a new-build dream home," said Bill Evans, president of Real Living's Columbus market. "We're taking this process to the next level by offering a one-stop shop – a site where consumers can search for new builds from multiple builders and benefit from an agent's knowledge and expertise at the same time."

The new construction portal, found at www.RealLiving.com, offers: overviews, photos, specifications, active models, and agent representatives for builder communities and models.

"The Real Living new construction portal is very exciting for us," said Carlo Silvestri with Silvestri Homes LTD. "It allows new home seekers to easily see everything we offer – from our communities to our models and inventory homes – right from the Real Living Web site."

Consumers will also find specifications on homes they're interested in, such as: number of bedrooms and baths, square footage, starting price, model images, floor plans, school districts and virtual tours.

"This is an outstanding opportunity for us to connect with consumers who may not initially be thinking about a new build. It also affords us an opportunity to strengthen our long-term relationship with our Realtor partners," said Bill Creekbaum, division sales manager of Rockford Homes.

"This really differentiates us in the marketplace; no one else is offering this kind of service," Evans said.

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An added benefit is that the new construction portal is linked to MyRealLiving 2.0, Real Living's integrative consumer extranet, which allows consumers to organize, personalize, save and share information seamlessly in one place in real time. Favorite listings and other new-build information can easily be saved in a MyRealLiving 2.0 account.

Interested builders should call 1-866-GET-REAL to find an agent in their area. Consumers should visit RealLiving.com to find their new construction dream home.

About Real Living Inc.

The largest independently-owned residential real estate firm in the Midwest and the fourth-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 23rd 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 about Real Living Inc., visit www.RealLiving.com.

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