



FOR IMMEDIATE RELEASE

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RealLiving.com Named Inman Innovator Award Finalist

Real estate leader's Web services recognized

DAYTON, Ohio (June 30, 2006) – Real Living Inc, the No. 1 residential real estate firm in Ohio, has been named one of nine finalists for a prestigious Inman Innovator Award for Web service.

The annual Inman Innovator Awards, sponsored by *Inman News*, a leading news service dedicated to coverage of the real estate industry, recognizes companies that use technology and innovation to enhance the real estate transaction for consumers and real estate professionals.

In addition to Most Innovative Web Service, other award categories include: Most Innovative Brokerage, which Real Living won in 2005; Most Innovative New Business Model; Most Innovative Real Estate Blog; Most Innovative Real Estate Data Site; Most Innovative Technology; Most Innovative Mortgage Company or Service; Most Innovative Media Site; and Most Innovative Rental/New Home Online Service.

Winners will be announced at the annual Real Estate Connect SF technology conference, July 26-28, 2006, in San Francisco. The annual trade show is the real estate industry's premiere networking, information and technology conference, attracting more than 1,000 industry professionals.

"We are honored once again to be nominated for an Inman Innovator Award. We know technology and innovation are driving our business today, and we are committed to continue to find new solutions to enhance the home-buying and -selling process for our customers and agents," said Harley E. Rouda Jr., CEO and managing partner.

Also named as finalists for Inman's Most Innovative Web Service award with Real Living are VisiStat, Trulia, HouseValues' HomePages.com, PropSmart, Homethinking, Google Base, HomeGain Neighborhood Maps and Coldwell Banker Video Library.

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Built on Family, Innovation and Results.





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Real Living has received much industry recognition in the past for its award-winning Web site, www.RealLiving.com. Most recently, the company's Web site was selected as an Official Honoree of the 10th Annual Webby Awards, ranking it in the top 20 percent of all Web sites entered in the worldwide competition.

Hailed as the "Online Oscars" by *Time Magazine*, The Webby Awards are determined by the International Academy of Digital Arts & Sciences.

About Real Living Realty Services

Real Living Realty Services is part of 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 or to learn more about growth opportunities with Real Living Inc., visit RealLiving.com or RealLivingRealtyServices.com.

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