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For Immediate Release

2005 Most Innovative Real Estate Brokerage launches three new franchises in downtown Chicago

Real Living M. Nack, Real Living Infinity, and Real Living Helios Realty will serve buyers and sellers in downtown Chicago

CHICAGO, IL - (October 31, 2005) – Real Living, Inc., the fifth-largest residential real estate firm and 2005 Most Innovative Real Estate Brokerage in the United States, announced the launch of three new Real Living franchises in downtown Chicago. Real Living M. Nack, Real Living Infinity, and Real Living Helios Realty will serve consumers in downtown Chicago and the surrounding areas.

Chicago consumers will experience how Real Living is changing the face of residential real estate with Real Living's Circle of Success business philosophy. The business philosophy embodies the belief that every residential real estate transaction revolves around the agent's ability to provide connected consumers with the services they demand. That is why Real Living's Circle of Success delivers network agents the most efficient, realistic and accessible services and support available in the real estate industry.

Eighty-percent of consumers begin their home search online (National Association of Realtors, 2002). By visiting RealLivingChicago.com, consumers can now find all the latest homes on the market, complete with multiple photos, detailed property information, agent information and much more. When buyers find homes of interest, they can contact a Real Living agent with just one click or call. Sellers who work with Real Living have the ability to market their home in 'real-time' via three Web sites: RealLivingChicago.com, the franchisee's company Web site, as well as, the Real Living agent's Web site.

Harley E. Rouda, Jr., CEO and managing partner of Real Living, Inc., said, "As an agent-centric and consumer-focused company, we understand that the way people buy and sell their homes is changing. Real Living offers our franchisees the technology, marketing and training support they need to stay a step ahead of the competition. Our new Chicago franchise owners are innovative men and women, with the foresight to offer the level of service consumers now demand -- through technology, personal attention and unparalleled support for each individual looking to buy or sell their home."

Tripti Kasal, broker/owner of Real Living Infinity said, "I joined Real Living so I could develop my company as the 'best' cutting edge, agent and consumer focused real estate brokerage in Chicago. Real Living enables me to provide my agents with advanced technology and in return, give exceptional service to our clients."

- More -

Real Living Chicago

Page 2

Mary Nack, broker/owner of Real Living M. Nack, previously known as M. Nack and Associates, has served clients in the Chicago area for 20 years. She said, "The main reason I joined Real Living was to provide my agents with the technology consumers of Chicago require. As a consumer focused company, I knew in order to provide exceptional service; it had to start with equipping my agents with the best tools. That is why I knew partnering with Real Living was the best and only choice."

Andrew Magliochetti, who has successfully built Helios Realty, a Chicago based real estate brokerage, saw the opportunity to bring a new and innovative brand to the Chicago market place. The new company will be known as Real Living Helios Realty, and will open its new office serving River North and the downtown market, with plans to expand quickly into several Chicago neighborhoods. "With Real Living Helios Realty, consumers will receive a fresh perspective of real estate in Chicago through an innovative brand, creative marketing ideas and savvy market analysis," said Magliochetti.

Consumers wanting to buy or sell their home as well as agents interested in joining the Real Living team may visit RealLivingChicago.com or call a franchisee at one of the phone numbers below.

Chicago Contacts:

Real Living M. Nack
Mary Nack, broker/owner
4525 N. Ravenswood Ave
Chicago, IL 60640
(773) 878-7008
RealLivingMNack.com

Real Living Infinity:
Tripti Kasal, broker/owner
1156 W. Armitage Ave
Chicago, IL 60614
(312) 953-2222
RealLivingInfinity.com

Real Living Helios Realty:
Andrew Magliochetti, broker/owner
314 West Institute Place, Suite 1E
Chicago, Illinois 60610
(312) 224-9100
RealLivingHelios.com

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 5,000 sales associates and employees, nearly \$9.1 billion in annual sales and more than 140 offices throughout the Midwest, Florida, South Carolina, Texas and West Virginia. Real Living, Inc was recently awarded the 2005 Most Innovated Real Estate Brokerage and Franchisor, and has also won numerous awards for its marketing achievements. Real Living, Inc. sells a home every 12 minutes and attracts over 14 million Web site visitors each month. 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.

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