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**Dilbeck Real Estate, one of the Largest Real Estate Companies in Los Angeles and Ventura Counties, Selects Real Living as its New Franchisor**

*With Nearly \$1.3 Billion in Sales in 2010, Dilbeck's 14 Offices will be Renamed Dilbeck Real Estate Real Living*

**Los Angeles, Calif. (Jan. 31, 2011)** – Dilbeck Real Estate, one of the largest residential real estate firms in Los Angeles and Ventura counties, today announced that it has selected Real Living as its national franchisor. The company, with more than 650 full time sales professionals and 2010 homes sales of nearly \$1.3 billion, was most recently a franchisee of GMAC Real Estate.

“We looked at all the national and international franchises and asked ourselves which one offered what we were looking for in a partner and Real Living was an easy choice,” said Mark Dilbeck, CEO of the newly named Dilbeck Real Estate Real Living. “Real Living is an innovative and forward looking company that offers the close working relationship we sought, along with the support and resources that only an internationally respected and growing real estate company can offer. With Real Living as our partner, both companies can grow their brands and companies here in Southern California.”

“To have Dilbeck Real Estate, one of Southern California’s leading real estate firms, select Real Living is incredibly gratifying,” said Harley E. Rouda, Jr., president of Real Living. “Mark and his executive team have developed a truly unique company that is both agent-focused and consumer-centric – a powerful combination that has kept the Dilbeck name at the forefront of the Southern California real estate market since 1950.”

In addition to its new franchise agreement and name, Dilbeck said there are other important elements to today's announcement, including:

- Dilbeck Real Estate Real Living will have a new brand identity, including new office signs and yard signs that will begin popping up around Southern California beginning next week.
- A newly launched website, <http://www.DilbeckRealLiving.com>, that makes it easier than ever for buyers to find the homes they want with traditional feature and price search options complemented by intuitive map search options. Additionally, consumers can search by neighborhood, school area, address and street names. Keyword searches of listing descriptions, niche search pages for property types and new search options emerging based upon user behavior have also been integrated.
- A strategic growth plan that will focus on increasing the number of Dilbeck Real Estate Real Living offices and real estate sales professionals.

Dilbeck Real Estate Real Living has offices in: Arcadia, Burbank, Calabasas, Glendale, Glendora, La Canada, La Crescenta, Pasadena, San Marino, Santa Clarita, Sherman Oaks, South Pasadena, Sherman Oaks, and Westlake Village.

Dilbeck Real Estate Real Living is an exclusive affiliate of Christie's International Real Estate, the world's largest network of independent real estate brokers specializing in the sale of estate properties.

Dilbeck said the new partnership with Real Living will allow his firm's agents the opportunity to immediately implement new tools and technology, while also being part of a much larger organization: Brookfield Residential Property Services, which owns Real Living. Brookfield Residential Property Services is a leading global provider of real estate and relocation services, technology and knowledge. It is a division of Brookfield Asset Management Inc., a global asset manager focused on property, renewable power and infrastructure assets, with more than \$100 billion of assets under management.

"Affiliating with Real Living gives us the best of both worlds: the same, responsive local ownership and local experts, combined with global real estate leaders Real Living and Brookfield, whose tremendous resources are focused on innovation and the type of customer service today's consumer expects and deserves," Dilbeck said.

### **About Dilbeck Real Estate Real Living**

Established in 1950, Dilbeck Real Estate and its related companies offer residential sales and relocation, commercial sales, corporate sales, new home sales, estate home sales, along with related escrow, title, and, financing services. With 14 offices throughout the greater Los Angeles area and over 650 full time sales associates, Dilbeck Real Estate achieved nearly \$1.3 billion in sales volume in 2010. Dilbeck Real Estate was the third highest sales volume residential broker in Los Angeles and Ventura Counties, and was ranked in the top 75 nationally in terms of sales volume for 2009. Dilbeck Real Estate is locally owned and operated. For more information, visit

www.dilbeck.com

### **About Real Living**

Real Living is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources and services for franchisees and their sales professionals, as well as the consumers who work with them. The Real Living brand and its innovative concepts were recognized as one of the best by Entrepreneur magazine; won the Inman Innovator Award, and was named "*The Most Promising New National Brand*" by the Swanepoel TRENDS Report. Real Living is an affiliate of Brookfield Residential Property Services, a leading global provider of real estate and relocation services, technology, and knowledge. In 2010, Real Living maintained an industry-leading customer satisfaction rating of 96 percent based upon research by an independent research firm. For more information, visit <http://www.realliving.com>.

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