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Real Living and its Parent Company, Brookfield Residential Property Services, Win Public Relations Award of Excellence

Oak Brook, Ill. and Columbus, Ohio (Aug. 11, 2010) – Real Living, one of the nation’s most innovative national real estate franchisors (<http://www.RealLiving.com>) and its parent company, Brookfield Residential Property Services, announced today that both companies recently received an “Award of Excellence” from the Public Relations Society of America.

Brookfield Residential Property Services and Real Living were nominated for their highly successful public relations and social media program whose results included hundreds of news stories from throughout North America following their announcement that Real Living had been acquired by Brookfield last November.

The Award of Excellence was presented to the companies by the Orange County Chapter of the Public Relations Society of America for “best business-to-business news release” in the media relations category. Hugh Siler of Siler & Company Public Relations/Marketing Communications (<http://www.SilerPR.com>), Real Living’s communications agency of record, accepted the award on behalf of the companies.

“Public relations and social media play an important role in how the Real Living brand is promoted, communicated and differentiated,” said Real Living President Harley E. Rouda, Jr. “It’s incredibly satisfying when you receive an award of this nature that is judged by experienced public relations and marketing professionals.”

Toronto-based Brookfield Residential Property Services used the acquisition and business news release as the highly effective launching point to introduce the brand nationally.

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. For more information, visit <http://www.realliving.com>.

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