

Real Living Real Estate

News Release



18500 Von Karman Ave., Suite 400, Irvine, CA 92612

www.realliving.com

FOR IMMEDIATE RELEASE

Fairfax, VA brokerage Joins Real Living Real Estate

FAIRFAX, VA (August 5, 2014) – Real Living Real Estate, one of the nation's leading real estate franchisors and a member of the HSF Affiliates LLC family of real estate brokerage networks, today announced the affiliation of Real Living Reserve, REALTORS® a Fairfax, VA-based company.

The brokerage, founded in 2012 by owner Bill Mulholland, serves the Washington, D.C. metro area. It's known for high-caliber sales professionals and a strong service reputation.

"Joining this brand is a door-opening opportunity for us," Mulholland explained. "We're excited to leverage the brand appeal, comprehensive suite of tools and forward-thinking mindset of the Real Living network."

Additionally, Mulholland said the Real Living brand, known for excellence in customer service, will help raise Real Living Reserve, REALTORS®' profile in the D.C. marketplace. "Our company is founded on strong customer care, so our new affiliation with Real Living fits squarely into our values," he said, citing Real Living's 96% customer satisfaction rating in 2013, according to independent ratings service, Quality Service Certification, Inc.

Mulholland also said he will launch growth initiatives in conjunction with his new Real Living affiliation. "We are focused on expanding our footprint in the D.C. area," he said. "It was important to find a brand that would help us capitalize on the growth opportunities and we found an ideal match in Real Living."

Bob McAdams, president of Real Living, congratulated Real Living Reserve, REALTORS® on its affiliation. "Bill has built a solid company with productive and respected agents," he said. "I'm honored to welcome them to the Real Living family and look forward to their continued success in the D.C. area and beyond."

Real Living Reserve, REALTORS® bases operations at 11350 Random Hills Rd., Fairfax, VA 22030; (703) 352-9701. Visit www.realliving.com/real-living-reserve-realtors.

--more--

2-2-2

About Real Living Real Estate

Real Living Real Estate is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources for franchisees and their sales professionals, as well as for consumers who work with them. The Real Living brand and its innovative concepts were recognized by *Entrepreneur* magazine; have won Inman Innovator Awards, and been named “the Most Promising New National Brand” by the Swanepoel TRENDS Report. Real Living Real Estate is a network brand of HSF Affiliates LLC, majority owned by HomeServices of America, Inc., a Berkshire Hathaway affiliate. For more information, visit www.RealLiving.com.

###

Contact:

Kevin Ostler
949-794-7980
kevinostler@hsfranchise.com

Matt Kaufman
224-532-7631
mattkaufman@hsfranchise.com