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Real Living Lifestyles, One of San Diego County's Leading Real Estate Companies, Announces Unprecedented Expansion Plans

Bucking Real Estate Downturn, Company Expects to More Than Quadruple Size from 8 Offices to 40 Offices in Just 36 Months

San Diego, Calif. (June 6, 2011) – [Real Living Lifestyles](#), one of the largest, most successful and respected residential real estate firms in San Diego County, announced an unprecedented growth strategy that calls for vastly expanding its size and scope, from eight offices and 400 agents today to more than 40 offices and 1,350 select sales professionals – all within the next 36 months in Southern California.

“We specifically selected Steve Rodgers and his team at Real Living Lifestyles to help us increase market share and greatly increase awareness of Real Living throughout San Diego and neighboring counties,” said [Harley E. Rouda, Jr.](#), president of Real Living.

Ranked as one of the top five residential real estate firms, Real Living Lifestyles (formerly a franchisee of Windermere Real Estate as Exclusive Properties) recently announced that it had joined Real Living, to better position itself for further growth.

As part of its agreement with Real Living, Real Living Lifestyles signed an Area Development Alliance that provides economic incentives for the company to strengthen its internal support systems for agents and expand outside its current San Diego County footprint into neighboring Orange, Imperial and South Riverside counties.

“Our franchise relationship with Real Living will enable us to strategically grow through acquisitions, mergers, the franchising of new offices, and by bringing on collaborative, progressive thinking, top-producing agents,” said [Steve Rodgers](#), CEO/president/co-owner of Real Living Lifestyles.

“While other companies are retrenching, Real Living and its parent company, Brookfield Residential Property Services, have used the real estate downturn to grow tremendously,” Rodgers said. “The network has already grown to over 400 offices and more than 10,000 sales associates. With their full backing and support, I’m confident we will be able to quadruple our size as we expand our footprint into other counties as we focus on adding real estate teams and firms.”

Rodgers said the company’s new franchise agreement with Real Living will allow the firm’s sales professionals, clients and those joining the company to immediately benefit from being part of a much larger, global organization: namely, Brookfield Residential Property Services, which owns Real Living. “But at the end of the day, we’re a locally owned and operated company whose agents provide the personal touch and attention to detail that our clients expect,” Rodgers said.

[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.

Real estate professionals interested in joining Real Living Lifestyles, can contact Steve Rodgers directly at 858.829.2969.

About Real Living Lifestyles

[Real Living Lifestyles](#) is one of the largest residential real estate brokerage firms in San Diego County, offering locally owned and operated services designed to support agents and serve clients. Led by CEO, President and Partner Steve Rodgers, the brokerage has grown to eight offices, nearly 400 agents and a dozen affiliated services. Founded in 2001 by Mark Loscher, Jim Browne, and Robert and Robin Behic, the brokerage is supported by an expert staff of professionals who specialize in a variety of fields, including: agent education, home financing, video production, insurance, and new construction. For more information, visit: <http://RLLifestyles.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*.” 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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