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Real Living's Momentum Continues to Build as Six More Firms Join Its National Network

From Montana, to Minnesota, to Michigan, the Real Living Brand Continues its Impressive Rollout

Oak Brook, Ill. and Columbus, Ohio (March 5, 2010) – Real Living (<http://www.RealLiving.com>), one of the nation's most innovative national real estate franchisors, today announced that its impressive national rollout continues unabated as six more companies and their hundreds of real estate professionals are converting to the Real Living brand in their local markets.

The companies recently joining Real Living's growing national brand bring the total to more than two dozen offices and 1,000 sales professionals that have converted in just the past 60 days. Meanwhile, Real Living executives are in discussions with many other firms throughout the nation and anticipate additional conversion announcements soon.

The six most recent companies to convert to the Real Living brand are:

- Real Living Advanced Realty, Hoover, Alabama
- Real Living Carolina Property, Morgantown, North Carolina
- Real Living Cranbrook, Realtors, Franklin, Michigan
- Real Living Greater Montana, Hamilton, Montana
- Real Living Messina & Associates, Inc., Duluth, Minnesota
- Real Living Team Advantage, Columbus, Indiana

"The speed at which the Real Living brand is being adopted in markets across the nation is incredible," said Harley E. Rouda, Jr., president of Real Living. "Companies are joining us because we offer innovation, leadership, partnership, and programs and services to differentiate themselves in their respective markets. We're excited to have so many respected firms partnering with Real Living."

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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