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Real Living's National Rollout Gains Even More Momentum With the Addition of 9 Companies

From New Mexico to New Jersey, and from Michigan to Florida, Companies Are Drawn to Real Living's Innovative Brand

Oak Brook, Ill. and Columbus, Ohio (July 14, 2010) – Real Living

(<http://www.RealLiving.com>), one of the nation's most innovative national real estate franchisors, today announced that its national rollout continues to gain even more momentum with the addition of nine companies, encompassing markets from New Mexico to Florida.

"It's extremely gratifying to watch as our reputation for superior service, partnership and fresh ideas, resonates with well-respected real estate firms throughout the nation," said Real Living President Harley E. Rouda, Jr. "These nine new Real Living firms represent some of the most active and important real estate markets in America, and all of us at Real Living are very proud to welcome them to our expanding team."

The nine companies join dozens of others that have recently become part of Real Living's growing national brand. Meanwhile, Rouda said he and other Real Living executives are in discussions with many other firms throughout the nation and anticipate additional companies coming on board in the coming weeks. The most recent companies to join the Real Living brand are:

1. Real Living 1st Choice Realty – Coral Springs, Fla.;
www.1stchoicefl.com
2. Real Living Casa Fina Realty – Tampa, Fla.;
www.RealLivingCasaFinaRealty.com
3. Real Living Gateway REALTORS – Hasbrouk Heights, N.J.;
www.RealLivingGatewayRealtors.com
4. Real Living Gobber Realty – Westchester, Ill.;
www.RealLivingGobber.com

5. Real Living John Burt Realty – Oxford, Mich.;
www.RealLivingJohnBurtRealty.com
6. Real Living Mauti, Meredith, Scoggin – Covington, La.;
www.RealLivingMautiMeredithScoggin.com
7. Real Living Premier, REALTORS – Albuquerque, N.M.;
www.RealLivingPremierNM.com
8. Real Living Real Estate Group – Midlothian, Texas;
www.RealLivingRealEstateGroup.com
9. Real Living Spectrum Real Estate – Whitehall, PA;
www.RealLivingSpectrum.com

“The company that has the best technology for agents will succeed since this will lead to having the best recruiting,” said John Martinelli, president and CEO of Real Living 1st Choice Realty in Florida (www.1stchoicefl.com). “Our company’s philosophy mirrors Real Living’s: it’s all about the culture. A great culture combined with the right tools are the two most important things to ensuring a company’s success.”

“In deciding how best to move my company forward, I realized that, if I do what’s best for my agents, then ultimately it will be the best decision for my company,” said Martinelli. “And, I feel like Real Living is doing what’s right for my agents.”

Martinelli, who has more than three decades of experience in the real estate business, works alongside his daughter Katy, who serves as the company’s sales director.

“For us, customer service is paramount; we built our company on providing exemplary service, and Real Living’s unusually strong commitment in that area really resonated with us,” said Martinelli. “When all is said and done, the real estate profession is still all about people and building lasting relationships, and Real Living places a very high priority on both.”

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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