

CORPORATE PROFILE 2012



FAST FACTS

More than 450 offices throughout the United States and Internationally.

Approximately 10,000 Sales Professionals.

\$15 billion annual sales volume.

Part of the international referral network and sister company of Brookfield Global Relocation Services, the second largest global relocation services firm in the world.

Through its acclaimed Premier Service® customer service program, Real Living reports a 96% customer satisfaction rating from home buyers and sellers – *the highest in the industry.*

Innovative real estate technology that offers the latest online mapping tools, and rich property and neighborhood information for an exceptional customer experience.

ABOUT US

Real Living is a full-service, international real estate franchise company with a comprehensive and integrated suite of resources aimed at helping brokers, agents and their clients successfully navigate through the home buying and selling processes.

Since its founding more than half a century ago, Real Living has earned and maintained a reputation as one of the most innovative and forward-looking companies in the real estate industry – a place where quality, unsurpassed service and a vibrant culture come together.

Through its unique Five Point Value Proposition made real through professional, integrated, and scalable tools and services for its agents and franchisees, Real Living offers a distinct market differentiation. The end result? A profitable and growth-oriented business model that delivers an unparalleled customer experience.

Real Living is the only national real estate company that provides a written customer satisfaction program, Premier Service®, which solicits client feedback via a post transaction survey administered by an independent, third-party research company.

Recognized as one of the best by Entrepreneur magazine, the company also won the Inman Innovator Award and was named *The Most Promising New National Brand* by a leading industry trends report.

Just one example of the company's innovation can be found in its industry-leading, integrated technology platform that drives leads to brokers and agents, while allowing them to work seamlessly with home buying and selling clients.

The Real Living leadership team, led by President Harley E. Rouda, Jr., is strong, experienced and service-focused. As a testament to Real Living's leadership, Rouda was named to The Inman 100, a list of the 100 Most Influential People in Real Estate in 2010.

INDUSTRY RECOGNITION

2011	FASTEST GROWING FRANCHISE, REALTOR® MAGAZINE
2010	HARLEY E. ROUDA, JR. NAMED TO THE INMAN 100 MOST INFLUENTIAL PEOPLE IN REAL ESTATE
2009	TOP TEN NEWSMAKERS, SWANEPOEL TRENDS REPORT
2008	MOST PROMISING NEW NATIONAL BRAND, SWANEPOEL TRENDS REPORT
2006	TOP NEW FRANCHISE, ENTREPRENEUR MAGAZINE



EXECUTIVE TEAM

Harley E. Rouda, Jr.
President

Robert W. McAdams, Jr.
Executive Vice President
Franchise Strategic Services

Thomas Panattoni
Senior Vice President
Network Development

K. Edward "Ed" Cook
Senior Vice President
Network Development

CONTACT

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OUR STORY

Real Living is a company founded on innovation, teamwork and unmatched customer service. Simply put, it is a network of leading, entrepreneurial real estate professionals with a vibrant brand built around trust, respect, collaboration, service and fun.

Put it all together, and you have the unique Real Living difference. Real Living, the industry's first consumer lifestyle brand, is committed to innovation by bringing new programs, services, support, training and technology to its Brokers, Sales Professionals and their home buying and selling clients.

The company traces its roots to 1956. In 2002, Harley and Kaira Rouda launched the Real Living brand, retaining the entrepreneurial-oriented culture that had made the firm so distinct for so many years. In 2009, Real Living was acquired by Brookfield Residential Property Services.

In 2010, Real Living merged with another Brookfield national brand, GMAC Real Estate. The combined company now operates under a single, powerful and unified brand: Real Living.

ABOUT OUR PARENT COMPANY

Real Living's parent company, Brookfield Residential Property Services, a division of Brookfield Asset Management Inc., is a leading global provider of real estate and relocation services, technology and knowledge. Headquartered in Toronto, with offices in Canada, the United States, the UK, Shanghai, Australia, India and Singapore, Brookfield Residential Property Services has over 2,500 employees worldwide.

Brookfield Asset Management is a global asset manager with more than \$150 billion in assets under management with 100 offices, 400 investment professionals and 18,000 operating employees.

Since 2008, Toronto-based Brookfield Residential Property Services has tripled in size as it continues to carry out an ambitious, carefully timed international expansion.

Brookfield Residential Property Services boasts a portfolio of powerhouse real estate franchise and brokerage brands that includes: Royal LePage, Via Capitale Real Estate Network, Johnston and Daniel in Canada, Prudential Real Estate Services, and Real Living in the U.S. and Portugal. Together, these brands represent more than 80,000 real estate professionals who process over \$150 billion of real estate annually from more than 2,800 locations across North America.

Additionally, Brookfield Residential Property Services owns and operates the world's second largest global relocation services company, Brookfield Global Relocation Services, which does business in more than 125 countries.