

REAL LIVING IS THE FASTEST-GROWING REAL ESTATE BRAND IN THE NATION, ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS

Company's Impressive Growth Has Been Fueled by its Customer-Centric Focus and Strong Support of Brokers and Agents

Oak Brook, Ill. and Columbus, Ohio (Aug. 11, 2011) – [Real Living](#), one of the nation's most innovative national real estate franchisors, today announced that it has been ranked the [fastest-growing real estate brand in the U.S.](#) according to the National Association of Realtors® (NAR).

Representing more than 1.2 million members throughout 1,600 local Realtor® boards or associations, NAR is North America's largest trade organization. Real Living is the fastest-growing real estate company based on net office growth from 2009 to 2011.

"In an industry as fiercely competitive, complex and challenging as real estate, being the nation's fastest-growing brand is a major achievement, and all of us at Real Living are extremely proud of this milestone," Real Living President Harley E. Rouda, Jr., said.

Rouda continued: "When we announced Real Living's national rollout two years ago, we predicted that our customer-centric philosophy and our pledge to work as true partners with our franchisees would attract many high-quality brokers and agents across the nation. This recognition is proof positive that our message is resonating with a growing number of companies."

Real Living's national growth was set in motion in November, 2009 when it was acquired by [Brookfield Residential Property Services](#), a subsidiary of Brookfield Asset Management. At that time, the company made its growth plans known, saying Real Living is, "about to get bigger – much bigger" (full press release [here](#)). Brookfield Residential Property Services then merged Real Living with GMAC Real Estate, a company it purchased the previous year.

Since then, Real Living has welcomed hundreds of respected, market-leading real estate firms into its family of franchisees. Comprising large, medium and small firms, they've come from virtually all across the United States, from major metropolitan areas such as Los Angeles, to smaller, more rural areas.

"We deliver on our unique promise to help our brokers and agents every way we possibly can, from providing them with cutting-edge technology that streamlines day-to-day tasks, to training them in Premier Service®, the industry's most comprehensive customer-service program, bar none," Rouda explained.

Through Premier Service, Real Living agents put in writing, up front, the comprehensive services they will perform on customers' behalf. Once transactions are completed, every customer is asked to work with a third-party firm on a detailed questionnaire to honestly assess their experiences with Real Living. The company has maintained an industry-leading 96 percent customer satisfaction rating.

About Real Living

Real Living is a full-service real estate 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. Real Living is an affiliate of Brookfield Residential Property Services, a leading global provider of real estate and relocation services, technology, and knowledge. In 2010, Real Living maintained an industry-leading customer satisfaction rating of 96 percent. For more information, visit <http://www.realliving.com>.