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## **Real Living Launches National Luxury Homes Program, Elegant Homes International**

***Admired for its Innovation and Growth, Firm Says New Program is Inspired  
By the Belief That ‘Remarkable Homes Deserve Remarkable Results’***

**Oak Brook, Ill. and Columbus, Ohio (June 1, 2011)** – Inspired by the belief that “remarkable homes deserve remarkable results,” [Real Living](#) today introduced [Elegant Homes International](#), its new national luxury homes program.

The introduction of a program catering to America’s most exclusive properties further adds to Real Living’s expanding array of results-driven programs, tools and resources for homebuyers and sellers, adding new dimension to its reputation as one of the nation’s most innovative and fastest-growing real estate firms.

“As Real Living continues its national growth, so too do the unique services and tools we offer our sales professionals and our customers,” said Real Living President [Harley E. Rouda, Jr.](#) “Our Elegant Homes Program is yet another example of our commitment to industry leadership and innovation. ”

Rouda said Real Living believes the timing is ideal for the launch of Elegant Homes International. “In some markets, we’re observing an uptick in the sale of luxury homes, and we’re very optimistic that trend will continue as local and national economies continue their steady rebound.”

Elegant Homes International’s custom marketing programs are specifically designed to highlight each luxury home’s unique, one-of-a-kind features. To that end, the company utilizes innovative, highly targeted online marketing strategies. At the forefront of the company’s luxury homes marketing strategy are Real Living’s own [ElegantHomes.com](#), and its affiliation with some of the most visited luxury real estate Internet sites worldwide, including [LuxuryRealEstate.com](#).

What’s more, Real Living is a tenured member of Who’s Who in Luxury Real Estate, an elite organization of top luxury real estate firms worldwide that annually sell more than \$200 billion in real estate.

Rouda said Real Living currently is marketing a number of exquisite properties across the nation including: a \$33.9 million Grand Tudor revival mansion in San Francisco, a breathtaking 17-acre, \$15.4 million riverfront estate in Middletown, N.J., and the \$9.9 million Frances J. Dewes historical mansion in Chicago.

Elegant Homes International is backed by the national and international resources of Real Living, one of the real estate industry's most innovative, and customer-service focused companies. In fact, Real Living offers a team of thousands of real estate professionals from coast to coast, many of whom have represented some of the country's foremost estates.

### **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. 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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