

**For Immediate Release, Contact:**  
Hugh Siler, Siler & Company, 949-646-6966  
[hugh@silerpr.com](mailto:hugh@silerpr.com)

## **From Arizona to Florida, Three Leading Real Estate Firms are the Latest to Join Real Living Real Estate's National Network**

*Following First Conversion in Miami This Month, Real Living Premier Partners, Real Living Home to Home and Real Living at 1<sup>st</sup> Knight Realty Are Rolling Out the Real Living Brand*

Oak Brook, Ill. and Columbus, Ohio (Jan. 25, 2010) – Real Living Real Estate, LLC (<http://www.RealLiving.com>), one of the nation's most innovative national real estate franchisors, today announced that three more companies are converting to the Real Living brand in their local markets.

The three latest companies to convert are:

- Real Living Premier Partners in Arizona (formerly Sonoran Properties GMAC Real Estate),
- Real Living at 1<sup>st</sup> Knight Realty in Florida (formerly 1<sup>st</sup> Knight Realty GMAC Real Estate), and
- Real Living Home to Home in Minnesota (formerly Home to Home GMAC Real Estate).

The three new conversions to Real Living come quickly on the heels of the company's announcement earlier this month that Miami-based mega-brokerage First Service Realty had become the first GMAC Real Estate company in the nation to convert all of its offices to Real Living.

"We couldn't be prouder of how quickly companies are adopting the Real Living brand," said Harley E. Rouda, Jr., president of Real Living. "It's an honor and a pleasure to now begin working with them and the thousands of sales associates from across the country to roll out our programs and services in their respective markets."

Each of the new Real Living brokers had their own reasons for seeking out the award-winning Real Living brand, which is uniquely positioned within the real estate industry, and has earned a reputation for an unsurpassed level of personalized customer service.

- "Real Living is a national real estate company known for being innovative and forward thinking," said Pam Rankin, broker/owner of Arizona-based Real Living Premier Partners. "The industry is looking for a company to step up, be unique and be a leader. That's exactly the kind of company we were looking and hoping to join, and we're extremely happy to be a part of Real Living's national growth."
- "It is important to be associated with a franchise that is determined to keep you at the top and is constantly looking for new ways to differentiate you from the competition," said Vonda Herding, broker/owner of Real Living Home to Home in Minnesota. "Real Living

will do that and also ensure we are staying ahead of what consumers need from their real estate professionals.”

- “With the Real Living brand, there were a number of things that appealed to us,” said Andy Linihan, broker/owner of Real Living at 1<sup>st</sup> Knight Realty in Florida. “Our office is very technology oriented and we think Real Living has a great technology platform and offers the complete package.”

### **About Real Living**

Real Living Real Estate, LLC 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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