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National Real Estate Franchisor Real Living Opens First Denver Office with Real Living CO Properties

Longtime Denver Broker/Owner Al Galperin Said Consumers Now Have Access to the Area's Top Real Estate Website, While Agents Have More Tools to Better Serve Buyers, Sellers

Denver, Colo. (June 9, 2011) – [Real Living](#), one of the nation's most innovative national real estate franchisors, today announced that it has entered the Mile High City, opening its first Denver-area office: [Real Living CO Properties](#).

Real Living CO Properties will operate as a Real Living franchise under the direction of longtime local real estate broker Al Galperin. Galperin also announced that Real Living CO Properties has a new office located at 480 South Holly Street in Denver, as well as a new website: www.Realliving.com/CO-Properties.

“We chose Real Living as our new national franchisor because of the variety of new technology, tools and support the company makes available to both consumers as well as our agents,” Galperin said. “As an added bonus, Real Living’s sister company, Brookfield Global Relocation Services, is the second largest relocation firm in the world and we look forward to exploring the synergies that exist between our organizations.”

“All of us at Real Living are incredibly proud to enter the dynamic Denver real estate market by partnering with such an accomplished and well-respected broker as Al Galperin,” said [Harley E. Rouda, Jr.](#), president of Real Living.

Galperin said he is confident his company’s new website offers the tools and resources Denver-area home buyers and sellers are looking for: a refreshing mix of innovation and practicality combined with an extensive menu of home-buying and selling resources and constantly updated listings and information about the local area’s real estate scene.

For instance, the site’s listing search was designed to reflect the way people think about real estate. The company makes it easier than ever for buyers to find the homes they want with traditional feature and price search options complemented by

intuitive map search options. Buyers can also search by neighborhood, school area, address and street names.

With the backing of Real Living, Galperin said he expects to increase the size of his company by approximately 50 percent over the next two years by providing those agents who join Real Living CO Properties with:

- Their own robust website.
- A lead management platform that notifies agents via cell phone or e-mail when they have a new client.
- Comprehensive e-marketing – from an automated monthly electronic newsletter with more than 50 pre-built targeted marketing campaigns, to animated home tours, flyers postcards, professional printing and fulfillment.

About Real Living CO Properties

Real Living CO Properties is located in the heart of Denver at 480 South Holly Street, 80246, 303-377-8100. The company serves the entire Denver metro area, including some of the most prestigious neighborhoods: Cherry Creek North, Belcaro, Bonnie Brae, Cherry Creek, Cherry Hills, Congress Park, Country Club, Crestmoor Park, Hilltop, Highlands, Observatory Park, Lowry and Washington Park. The company has agents serving suburban areas as well: from Longmont to the north to Castle Rock to the south and all points in between. For additional information, go to www.RealLiving.com/CO-Properties

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>.

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