BOWES GMAC Real Estate, Arlington's Number One Real Estate Company, Selects Real Living as its New Franchisor

With Dozens of New Yard Signs Springing Up All Over Town Today, this Longtime Market Leader has Changed its Name to BOWES Real Estate Real Living

Arlington, Mass. (April 14, 2011) – BOWES GMAC Real Estate, Arlington's leading residential real estate company since 1945, today announced that it has selected Real Living as its national franchisor. The company, with twenty full time sales professionals, also announced that it has changed its name to BOWES Real Estate Real Living.

In 2010, BOWES Real Estate sold nearly twice as many homes in Arlington (223) as its nearest competitor (118) and had more than $91 million dollars in listings – its nearest competitor had 54 percent less with $37 million in listings. In 2010, BOWES was ranked as the 32nd largest company in Massachusetts, with a total of 315 closed transactions and $145 million in gross sales, according to the Multiple Listing Service.

"We couldn't be happier to have selected Real Living as our new franchisor,'" said Bob Bowes, President of BOWES Real Estate Real Living. "Real Living is an innovative and forward-looking company that puts our clients first," Bowes said.

Long known for its dedication to providing the highest levels of customer service, in 2010, BOWES Real Estate had a 99 percent customer satisfaction rating, according to an independent, third-party research firm.

"To have one of the most well established, leading residential real estate companies in Arlington select Real Living is incredibly gratifying," said Harley E. Rouda, Jr., president of Real Living. "Bob and his team have developed a truly unique and consumer centric company, which has kept the BOWES name at the forefront of the Arlington real estate market for more than 65 years."

Bowes said the new agreement with Real Living will allow his firm's agents the opportunity to immediately implement new tools and technology, while also being part of

a much larger organization: Brookfield Residential Property Services, which owns Real Living. Brookfield Residential Property Services is a leading global provider of real estate and relocation services, technology and knowledge. It is a division of Brookfield Asset Management Inc., a global asset manager focused on property, renewable power and infrastructure assets, with more than $100 billion of assets under management.

"Affiliating with Real Living gives us the best of both worlds: the same, responsive local ownership and local experts, combined with real estate leaders Real Living and Brookfield, whose tremendous resources are focused on innovation and the type of customer service today's consumer expects," Bowes said.

About BOWES Real Estate Real Living

Established in 1945, BOWES Real Estate Real Living is Arlington's leading residential real estate firm in terms of both sales volume and the number of listings taken. The company's full service office is located at 1010 Massachusetts Avenue, Arlington, MA 02476. For more information, go to www.BowesRE.com.

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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