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**With the 'City of Light' as an International Backdrop,
Real Living Sets Its Sights on Global Expansion**

Real Living Executives Will Attend the Franchise Expo Paris to Discuss their Strategic Plans with Business Leaders and Prospective Franchisees from Around the World

Paris, France (March 16, 2011) – [Real Living](#), the innovative, fresh and fast-growing real estate brand, will take advantage of an international setting – the [Franchise Expo Paris](#) – to bring the company's unique business offering to a worldwide audience.

Key to the U.S.-based Real Living's global expansion is the full backing and resources of parent company [Brookfield Residential Property Services](#), which itself has used the global economic downturn to quietly and methodically grow internationally, more than doubling its size since 2008.

"Soon after acquiring Real Living, we began receiving inquiries about when we would expand the Real Living brand internationally," said David Lacey, Brookfield Residential Property Services' managing partner of corporate development. "Our global expansion will leverage Brookfield's already strong international presence, experience and resources, to grow our real estate franchise operations throughout Europe and beyond," Lacey added.

"The Franchise Expo Paris is the premier global event to discuss master franchising opportunities with prospective franchisees from around the world," said George Perez, International Market Development for Real Living.

Real Living, which traces its roots to 1956, is widely admired for bringing new programs, services, support, training and technology, to real estate professionals and their home buying and selling clients. In the United States, the company maintains an industry leading 96 percent customer satisfaction rating.

In 2002, the company's founding firms launched the Real Living brand, retaining the entrepreneurial-oriented culture that has made the firm so distinct and respected for more than half a century. In 2009, Real Living was acquired by Toronto, Canada-based Brookfield Residential Property Services.

Through its various brands, including Real Living, Royal LePage and Via Capitale, Brookfield Residential Property Services has approximately 25,000 real estate professionals in more than 1,100 locations across North America and Portugal. The company processes more than \$50 billion of real estate annually and 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.



Representatives from Real Living, including David Lacey and George Perez, will be available at the Franchise Expo Paris to meet with executives interested in international franchise opportunities. For additional information or to set up a meeting, contact George Perez at +1- 973-670-1783 or George.Perez@Realliving.com.

About Real Living

Real Living is a full-service, international 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. 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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