

Real Living Real Estate

News Release

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FOR IMMEDIATE RELEASE

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Real Living Real Estate to Resume Selling New Franchises

IRVINE, CA (May 2, 2013) – Real Living Real Estate announced today that it plans to resume selling new franchises later in 2013, and it expects to open new locations by year-end.

“We’re very excited about the opportunity to resume the growth of the Real Living network,” said Bob McAdams, president of Real Living.

Real Living temporarily paused new sales efforts in 2012 during the transition in its ownership from Brookfield Residential Property Services, based in Toronto, to HSF Affiliates LLC, which is headquartered in Irvine, California.

“HSF Affiliates will continue to operate multiple real estate brands, and Real Living is well positioned within our overall organization,” said Earl Lee, CEO of HSF Affiliates, Real Living’s parent company. “All our brands are unique, and Real Living has a strong appeal for many prospective franchisees.”

“Real Living, with its distinct identity, products and programs, offers real advantages to brokers in the markets where we plan to expand,” said McAdams. “We look forward to growing our real estate brand for years to come.”

About Real Living

Real Living is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources 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 2011 Inman Innovator Awards, and was named “the Most Promising New National Brand” by the Swanepoel TRENDS Report. Real Living Real Estate is a network brand of HSF Affiliates LLC, majority owned by HomeServices of America, Inc, a Berkshire Hathaway affiliate. For more information, visit www.realliving.com.

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About HSF Affiliates LLC

Based in Irvine, Calif., HSF Affiliates LLC operates the Prudential Real Estate and Real Living Real Estate franchise networks and the future Berkshire Hathaway HomeServices. The company is a joint venture between HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, and Brookfield Asset Management, a leading provider of real estate and relocation services, technology and knowledge.

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