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**Edina Realty Maintains Leadership Position for Ninth Consecutive Year
The Firm Remains Strong and Stable Despite Market Downturn**

Edina, Minn.—January 21, 2009 –Edina Realty continues to hold on to its position as the number one seller of homes in its markets throughout Minnesota, North Dakota and Western Wisconsin despite the major housing market correction. During 2008, Edina Realty handled more than 24,000 transactions (buy and sell side) and \$5.8 billion in sales volume.

Edina Realty handled 50 percent more closed transactions than its nearest competitor* in an environment that continues to favor brand leaders and firms that offer “one-stop” shopping for real estate, mortgage and title services. “This market has certainly posed its share of challenges, and while we’ve had to make several adjustments, Edina Realty remains strong, stable and profitable,” said Bob Peltier, Edina Realty president and CEO.

Edina Realty is holding its annual “Expo” on Wed., Jan. 21 at Saint Paul RiverCentre, which attracts more than 1,500 of the firm’s 2,500 REALTORS® as well as leaders and staff from Edina Realty and parent company, HomeServices of America. At the annual “Expo,” attendees have an opportunity to gain market knowledge, interact with product and service providers, go to a continuing education course and network with fellow sales associates.

Edina Realty made several acquisitions during 2008, including Realty Center with 28 agents in Edina, Minn., and Prudential Plus Realty with 20 agents in Hutchinson, Minn. “We are attracting experienced REALTORS® who benefit from Edina Realty’s strong brand, technology tools, large network of REALTORS® and leadership position,” Peltier said. “We also made a concerted effort to expand our technology, allowing us to provide our agents and customers remote access to tools that help them conduct business more efficiently. Our agents are rarely sitting in an office – they’re out in the homes and communities.”

Overall, home sales in the last 12 months were down by 3.3 percent in the 13-county metro region. The growing foreclosure crisis became readily apparent in the numbers – by the third quarter of 2008, lender-mediated properties accounted for 34.1 percent of new listings and 34.5 percent of closed sales according to the Minneapolis Area Association of REALTORS® (MAAR). Edina Realty was the first firm in the area to offer consumers the ability to search for foreclosed and lender-owned properties on its Web site, www.edinarealty.com.

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Pending sales began to increase in the second half of the year, consistently outpacing 2007 sales. MAAR reports there were 15.7 percent more pending sales during the last six months of 2008 than during the same period in 2007, and Edina Realty's numbers also reflect this upturn. The most dramatic increase was in September, when the firm's pending sales beat 2007 by over 1,000 units – a 30 percent increase.

With mortgage rates reaching their lowest point in decades and home prices rolling back to 2002 prices, the Twin Cities housing market is more affordable than ever. The Housing Affordability Index, which takes into account home prices, interest rates and consumer income to determine overall affordability, is currently at 192 – the highest figure since MAAR began tracking it in 1990. “In a ‘normal’ market, buyers have the benefit of either price or terms,” Peltier said. “Now is one of those rare times when they get to have both. But my advice is that it doesn't work to time the bottom of the market – it's better to buy at a low price with a good rate than to wait for the rate to go lower, because prices will likely go up.”

Edina Realty beat the market in final sales price compared to original list price by a small margin, averaging about 93 percent of the original price for all residential homes. However, Peltier said that the sheer number of homes on the market that are lender-owned or in foreclosure has driven home prices down overall. “We're going to have to work through this huge inventory before we start to see home prices begin to stabilize,” Peltier said.

Edina Realty's Web site, www.edinarealty.com, continues to be the area's most popular real estate site, attracting approximately one million visits or about 400,000 unique visitors every month. Consumers can easily search for properties using a new pinpoint mapping feature, view property photos and details, look up sold information and view a monthly Market Update with statistics on current market conditions. Edina Realty was the first firm in the market to launch a mobile-friendly Web site, m.edinarealty.com, enabling consumers to use their Web-enabled mobile device to access key features on the Web site.

“I'm ‘opti-realistic’ about the outcome of the economic stimulus by the new administration,” Peltier said. “Real estate was the first to be affected and I believe housing will lead us out of this financial turmoil as well. We hope to see an upswing in housing by the third quarter, and a return to a more ‘normal’ market.”

*Based on information from the REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA, INC. for 2008 and for the leading market share Brokers with greater than 1% market share. This report is based on closed transactions and is deemed reliable but not guaranteed.

Edina Realty, a subsidiary of HomeServices of America, is one of the nation's largest real estate companies with more than 65 real estate offices throughout Minnesota, North Dakota and Western Wisconsin and more than 2,500 REALTORS®. Edina Realty's family of companies includes Edina Realty, Edina Realty Title, Edina Realty Mortgage and Edina Realty Relocation. Edina Realty handled more than 24,000 transactions and \$5.8 billion in sales volume in 2008. For more information, visit www.edinarealty.com.