

Edina Realty Fact Sheet 2010

Business Summary

Edina Realty, a subsidiary of HomeServices of America, a Berkshire Hathaway affiliate, is one of the nation's largest real estate companies with more than 60 real estate offices throughout Minnesota, North Dakota and western Wisconsin. Based in Edina, Minn., the company's licensed real estate professionals guide customers through the home buying and selling process. Edina Realty Home Services' family of companies includes Edina Realty, Edina Realty Mortgage and Edina Realty Title.

Vision and Mission

The Edina Realty family of companies is committed to delivering a superior customer experience throughout the process of buying, selling and homeownership.

We set the standard of professional service in our industry through our tradition of honesty, integrity and commitment as we help our customers achieve the American dream of homeownership.

Founded

By Emma Rovick in 1955

Corporate Headquarters

6800 France Ave. S., Suite 600
Edina, MN 55435

Executive Management

Bob Peltier, President and CEO, Edina Realty Home Services
Barb Jandric, General Sales Manager, Edina Realty
Joe Brown, President, Edina Realty Mortgage
Greg Mason, President, Edina Realty Title

Number of Locations

More than 60 offices throughout Minnesota, Fargo, North Dakota and western Wisconsin

Number of Sales Associates

More than 2,500

Number of Employees

485

Sales Summary

Year	Annual Sales	Annual Transactions	Twin Cities Average Home Price
1955	\$2 million	96	N/A
1961	\$8 million	463	1965: \$19,023*
1971	\$53 million	1,974	1975: \$38,095*
1981	\$343 million	4,275	1985: \$87,789*
1992	\$2.9 billion	26,575	1995: \$117,053
2002	\$7.9 billion	36,675	\$226,406

2003	\$9.1 billion	39,241	\$238,446
2004	\$10.2 billion	41,037	\$261,434
2005	\$10.2 billion	38,258	\$272,522
2006	\$8.3 billion	31,100	\$278,462
2007	\$7.0 billion	26,342	\$274,767
2008	\$5.8 billion	24,000	\$237,000
2009	\$5.8 billion	28,000	\$204,906

Average Home Price Data provided by the Minneapolis Area Association of REALTORS®.

* Includes listings only for Minneapolis.

Family of Companies

- **Edina Realty Home Services** – A full service real estate company offering real estate, mortgage, title, relocation, warranty, insurance and much more.
- **Edina Realty** – Founded in 1955, Edina Realty is the leading real estate company in the region.
- **Edina Realty Mortgage** – Created in 1983 as a wholly-owned subsidiary of Edina Realty, Edina Realty Mortgage (ERM) is a progressive local lender committed to helping consumers find the right home financing. It offers a full menu of competitive rates, terms and products, including fixed-rate and adjustable rate loans, FHA and VA loans, balloon loans and jumbo loans. ERM is a joint venture between Edina Realty and Wells Fargo Home Mortgage.
- **Edina Realty Title** – Founded in 1986, Edina Realty Title is Minnesota’s largest residential full-service title company. It offers a complete menu of title services, including abstracting, title insurance, property reports, mortgage closings and new construction services. Edina Realty Title has 19 closing centers across Minnesota and western Wisconsin.

Specialty Divisions/Products/Services

- **Edina Realty Corporate Services** - Edina Realty Corporate Services works directly with banks, mortgage servicers, asset management companies and vendors to meet their unique real estate needs, including short sales and REOs. Corporate Services handles third party companies or corporate relocations, which includes every aspect of the transferring process.
- **Edina Realty Insurance** – Homeowner’s insurance and related services.
- **Edina Realty Warranties** – Inspection and/or warranty products for homeowners, sellers and buyers.
- **Exceptional Properties** – A network of REALTORS® with special expertise in buying and selling upper-bracket properties.
- **New Construction Division (Builder Resource Group)** – Specialists to help find the right architect, builder, site and financing for new home development.

- **Lakeshore and Outdoors** – REALTORS® specializing in second homes, cabins and lakeshore properties.
- **edinarealty.com** – Enables web users to search nearly all MLS listings including foreclosure and lender-owned properties, with advanced functions, tools and information for buying, selling and maintaining a home. The site allows visitors to request a time to view a property, find out when a property comes on the market, apply for a mortgage, find out how much homes sold for, and much more. It reaches an average of 400,000 unique visitors each month and attracts more than one million monthly visits.
- **m.edinarealty.com** – Enables consumers to search for properties and much more from a web-enabled phone.
- **Sell My Home** – Allows sellers to view details, including web stats, marketing and more, about the sale of their home.
- **ProKIT Business Manager and Agent Dashboard** – This exclusive complete online real estate resource for Edina Realty agents provides up-to-the-minute transactional information, access to Edina Realty’s wealth of technology tools and marketing resources, current industry and related news, training tips and a calendar of events, and much more. In short, ProKIT is a comprehensive set of professional tools to help our REALTORS® build and manage their business.
- **Edina University** – Edina Realty’s REALTOR® training programs and webinars are available for new agents, seasoned agents, and agents wishing to learn about everything from short sales to social media marketing strategies.
- **Mobile Hotline** – A phone system that allows house-hunters to hear detailed descriptions of thousands of Edina Realty listings, 24-hours a day, seven days a week at 612-858-5858 or 800-799-5858.
- **HomeDocs™** – Online storage of real estate transaction documents through a secure, password-protected website.
- **Edina Realty Recommends™** – Online directory of home-related product and service providers, including moving companies.

REALTOR® Specializations

Edina Realty REALTORS® specialize in a variety of areas from first-time homebuyers to short sale transactions, new construction to “green” construction, and everything in between.

Community Commitment and Corporate Giving

Created in 1996, the Edina Realty Foundation was conceived by a group of REALTORS® and employees who expressed interest in Edina Realty and its affiliate companies, focusing their charitable dollars in the communities they serve.

The Edina Realty Foundation is a not-for-profit, private foundation supported by the sales and employee partners and corporations of Edina Realty, Edina Realty Title and Edina Realty Mortgage. It offers financial support to organizations that provide housing and related services

to the homeless in the markets the companies serve. Since 1996, the foundation has raised more than \$5.7 million to help meet the needs of the homeless in those markets.

As an extension of the Foundation, the company also holds an annual Community Service Day – a day in June when REALTORS® and employees gather together to perform volunteer work at various projects in their communities.

In addition, Edina Realty and its offices work to support many worthwhile charities and non-profit organizations, including Dress for Success® Twin Cities, Minnesota FoodShare, an annual Trees and Toys program, in which agents invite customers to pick up a holiday gift of a tree or wreath and in exchange are asked to bring a toy to be given to a local charity, collecting cell phones for battered women and much more.