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## **Edina Realty Launches 2009 Ad Campaign**

Edina, Minn.—Feb. 9, 2009 – Building on one of its most successful ad campaigns to date, Edina Realty is launching its 2009 ad campaign this week with a slight twist on last year’s theme. This year’s slogan, “Where Buyers and Sellers Find Each Other,” communicates with even greater confidence that Edina Realty is the leader in bringing buyers and sellers together for real estate transactions.

Last year, Edina Realty handled 50 percent more transactions than its closest competitor, leading the market for the ninth year in a row. Edina Realty also led the market in the number of property listings.

“We’re in the same kind of market and people’s concerns are the same or even increased from last year. Many wonder how they will sell their home in a down market.” said Lynn Clare, Edina Realty V.P. of Marketing. “For this reason, the message from our campaign is still valid – we’re just taking it to a new level.” Created by BBDO Minneapolis, last year’s campaign won merit awards and a bronze medal from the Advertising Federation of Minnesota in November.

Outdoor billboards and elevator wraps will again use some of last year’s mismatched characters who represent unlikely pairings of buyers and sellers, and all ads will continue to feature the red couch, perhaps the strongest image from the 2008 ad campaign. In fact, by building off of last year’s concept, Edina Realty stretched its advertising dollars, and has purchased 25 billboard locations, 13 bus “wraps” and seven elevator locations throughout downtown Minneapolis.

The greatest emphasis is on Internet exposure, with banner ads running on over 150 Web sites. Last year’s banner ads on StarTribune.com and Twin Cities.com averaged a .22 click-through rate, when the national average is .04 percent. Clare said this year’s banner ads will be more interactive, enabling consumers to enter basic search criteria and click on featured properties. Other ads will feature a game where consumers click on squares to reveal two properties that match. When they make a match, a larger image of that property will appear with more information. If the property piques their interest, the consumer can click through to get details on [www.edinarealty.com](http://www.edinarealty.com).

While Edina Realty’s Web site includes all properties listed on the Multiple Listing Service (MLS), only Edina Realty’s listings will be featured in the Internet ads. “This is an advantage to clients who list with Edina Realty because their properties will receive additional exposure not offered by other brokers,” said Clare.

This year, Edina Realty will also be stepping up its emphasis on mobile marketing through new partnerships with three prominent information providers: the Star Tribune, Pioneer Press and KSTP 5 Eyewitness News. Edina Realty will be the only real estate partner on KSTP's 5OnTheGo.com site, and will have a banner presence on the StarTribune.com and TwinCities.com sites. Consumers will be able to access m.edinarealty.com from all three partner sites to begin their property search. "As the use of hand-held devices increases, we want to continue to be in front of the curve and our competitors by capturing consumers on the go," Clare said. Edina Realty's new mobile site – m.edinarealty.com – continues to grow in popularity. "Our strategy is to initiate and build relationships with consumers online, and to reach them wherever they are, even when they're on the go," she said.

Edina Realty's Web site, [www.edinarealty.com](http://www.edinarealty.com), is the area's leading real estate Web site, attracting nearly one million visits or about 400,000 unique visitors every month. Once on [www.edinarealty.com](http://www.edinarealty.com), potential homebuyers can easily search for properties, including properties in foreclosure, view property information, and look up sold information. One of the most popular features is a monthly Market Update that provides an overview of current market conditions and statistics.

Based on positive results from last year, Edina Realty will continue to complement its ad campaign with e-marketing targeted at registered Web site users and consumers who called customer service but who were not assigned to an agent.

**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](http://www.edinarealty.com).

**BBDO Minneapolis** has serviced national and regional marketers since 1930. They are part of BBDO Worldwide, *Adweek's* and *Advertising Age's* Agency of the Year. In Minneapolis, BBDO's clients include Hormel Foods, Aviva, the Minnesota Vikings, Opus, RBC Dain Rauscher, William Mitchell College of Law, Como Zoo and Conservatory and more.