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**Edina Realty Launches 2010 Ad Campaign - “Find the One”**

Edina, Minn.—Feb. 17, 2010 –Edina Realty is launching its 2010 ad campaign this week with a whole new theme designed to remind consumers that Edina Realty can help them “Find the One” – whether “the one” is a home, a buyer, a seller or an agent.

“There’s a lot of emotion around finding the one home where you’ll potentially live and make memories for several years,” said Ross Phernetton, BBDO Proximity Creative Director. “The image of a buyer going to the movies or watching a sunset with their ‘home’ represents the wonderful experience of finding the one home that’s right for you.”

“People are finding many positives in the current housing market and many are taking advantage of the low rates, good prices and great tax credits,” said Barb Jandric, Edina Realty general sales manager. “This year, our ad campaign emphasizes the emotional aspect of buying and owning a home. After all, a home is made up of much more than tax credits and interest rates. It’s a place we hang our hats, raise our families and gather with friends.”

The federal tax credit was extended to include both first-time homebuyers and existing homeowners who have lived in their home for at least five consecutive years of the last eight. To capitalize on the tax incentive, which offers up to \$8,000 for first-time homebuyers and up to \$6,500 for repeat homebuyers, buyers must have a signed purchase agreement by April 30, 2010 and close on their home by June 30, 2010.

Created by BBDO Minneapolis and its digital partner Proximity Minneapolis, this year’s campaign will include 20 outdoor billboards, 15 bus shelters and 10 skyway locations throughout the Twin Cities. The boards and other campaign components will be available to regional markets as well.

Internet banner ads will be delivered to seven high-traffic local news sites: [WCCO.com](http://WCCO.com), [citysearch.com](http://citysearch.com), [myfox9.com](http://myfox9.com), [kare11.com](http://kare11.com), [twincities.com](http://twincities.com), [KSTP.com](http://KSTP.com), and [startribune.com](http://startribune.com). In addition, Edina Realty is using an Internet ad network to place banner ads on as many as 600 sites that focus on people who are actively searching real estate on the Web.

Edina Realty’s Web site, [www.edinarealty.com](http://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. Edina Realty was the first firm in the market to launch a mobile-friendly Web site, [m.edinarealty.com](http://m.edinarealty.com), where consumers can access key parts of

the site from their Web-enabled mobile device. Once on [www.edinarealty.com](http://www.edinarealty.com), potential homebuyers can easily search for properties, including short sales and properties in foreclosure, view property information, and look up sold information.

For the tenth year in a row, Edina Realty has led on key real estate measures – the number of transactions and listings – in the Twin Cities as well as throughout Minnesota, western Wisconsin and Fargo, N.D. During 2009, Edina Realty handled more than 28,000 transactions (buy and sell side) or 20 percent of the region's real estate market.

Edina Realty, a subsidiary of HomeServices of America, is one of the nation's largest real estate companies with more than 60 real estate offices throughout Minnesota, North Dakota and Western Wisconsin and nearly 2,450 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 28,000 transactions and \$5.8 billion in sales volume in 2009. 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 Life & Annuity Company, the Minnesota Vikings, AZEK, Scranton Products, Formica, CommonBond Communities, Como Zoo & Conservatory and more. For more information, visit [www.bbdomn.com](http://www.bbdomn.com).

Proximity Minneapolis is one of 59 offices focused on digital marketing and is aligned to BBDO Worldwide. In Minneapolis, Proximity clients include Hormel Foods, Aviva Life & Annuity Company, AeroVironment, the Minnesota Vikings, Formica, Swimways, Como Zoo & Conservatory and more. For more information, visit [www.proximityminneapolis.com](http://www.proximityminneapolis.com).