

FOR IMMEDIATE RELEASE

Contacts:

Gena Henrich, Edina Realty Maria Verven, Verve P.R.
952-928-5069 612-990-7328
genahenrich@edinarealty.com mverven@gmail.com

Bob Peltier Assumes Additional Role as CEO of Edina Realty

Edina, Minn.—Jan. 12, 2009 – Bob Peltier, who has served as president of Edina Realty since 2002, has also been named chief executive officer. As both president and CEO, Peltier will lead the company’s day-to-day operations and will also oversee all areas of the Edina Realty Home Services family of companies.

Peltier’s additional title accurately reflects the leadership role he has played with the company over the last seven years, according to Ron Peltier, chairman and CEO of HomeServices of America, Edina Realty’s parent company, and former CEO of Edina Realty Home Services. “Even as the market contracted, Edina Realty continues to thrive, thanks to Bob’s business acumen and continued focus on bringing a higher level of service to Edina Realty’s customers,” Ron Peltier said.

Despite the major housing market correction, Edina Realty continues to hold on to its position as the number one seller of homes in its markets. Over the last two years, Peltier helped Edina Realty acquire 17 real estate firms, significantly expanding its presence in key regional markets. “Our strong brand attracts experienced REALTORS® that in turn attract customers who want the convenience of one-stop shopping and the value we bring to every real estate transaction,” Bob Peltier said. Edina Realty’s family of companies also includes Edina Realty Title, Edina Realty Mortgage and Edina Realty Relocation.

Peltier began his real estate career in 1978, quickly becoming a top-producing REALTOR®. He established Edina Realty’s presence in Wisconsin, opening the company’s office in Hudson, Wisc. and managing that office for five years. During his tenure, this office was the most profitable in the company. Peltier was named regional manager in 1993, V.P. and general sales manager in 2000, and president in 2002.

Peltier is a member of the National Association of Realtors®, the Minnesota Association of REALTORS® and the St. Paul Area Board of Realtors®. He served for five years on the Regional MLS Committee including two years as chairman, and is currently the NAR Federal Coordinator for the REALTORS® Legislative Network. Peltier resides in Stillwater with his wife, Denise. They have three sons, two of whom are also REALTORS® with Edina Realty.

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.