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Contacts:

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

Edina Realty Enhances Agent Dashboard for Richer Customer Experience

Edina, Minn.—Feb. 12, 2009 – Edina Realty agents have used the industry-leading “Agent Dashboard” to manage their business and gain easy access to client information since 2005. This week, Edina Realty launched a new and improved Agent Dashboard that adds new tools, notifications and information to increase efficiency even more.

“The Agent Dashboard streamlines communication with other agents, staff, vendors and clients, taking the place of a paid personal assistant,” said Diane Corbett, Edina Realty V.P. of Information Technology. “Timeliness of information is crucial in the real estate transaction and the Dashboard provides real-time updates on client activities that help improve efficiencies.”

The new Agent Dashboard alerts REALTORS® to important events; notifications work like other social media sites, enabling agents to customize which notices they receive and how often they receive their alerts. The advanced notice gives agents plenty of time to prepare for upcoming open houses, listings about to expire, and more. The Dashboard also notifies agents of activities in the entire office, including appointment statistics and charts indicating local showing local trends.

In the updated “Clients” section of the Dashboard, more interactive tools from several in-house systems are integrated into a single view, and these can be sorted, viewed, printed or e-mailed. A client calendar highlights color-coded events and agents can drill down to get client transaction details.

A new “Goals” section enables agents to select from 10 common goals or define their own. Agents can measure and monitor their goals right from the Dashboard and view charts displaying pending and closed unit activities. The new “Office” section of the Dashboard includes charts as well as links to all office listings and a sales board highlighting recently added listings and sales activities.

Agents can easily access their clients’ “Sell My Home” Web site from the Dashboard, which provides immediate updates on listing activities, including the number of times the home was included in the search on www.edinarealty.com and how often it was clicked on as a result of that search. Agents and clients can also see the number of appointments to view the home, obtain feedback from open houses and showings, and view a summary of all ads, mailings and marketing activities for their listings.

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“This exclusive technology is used in recruiting new agents to Edina Realty because it offers significant competitive advantages,” Corbett said. “Technology truly facilitates the professional relationship between REALTORS® and their customers. We’re constantly working on new ways to use technology to promote and enhance those key customer touch points.”

In 2006, Edina Realty’s Agent Dashboard was recognized by the Minnesota High Technology Association (MHTA) for innovation efforts.

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.