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**Edina Realty Adds Social Network Links to Property Listings**  
**New Capability Is Key to Marketing Homes in Today's Market**

Edina, Minn.—June 3, 2009 –Edina Realty has added links to property listings that enable REALTORS® and consumers to share listings through the social networks, Facebook, LinkedIn, MySpace and Twitter. The links are attached to Edina Realty agents' listings only.

Edina Realty is the number one seller of homes in its markets throughout Minnesota, North Dakota and Western Wisconsin, and [www.edinarealty.com](http://www.edinarealty.com) is the most searched real estate Web site in the region. This new social network marketing capability means that sellers who list their homes with Edina Realty agents amplify their home's exposure to potential buyers who can then easily share properties with others in their social networks.

“Since the vast majority of consumers use the Internet to search for homes, it only makes sense to capitalize on the power of the Internet and social networks,” said Barb Jandric, Edina Realty general sales manager. The National Association of Realtors® (NAR) 2008 Profile of Home Buyers and Sellers found that 87 percent of all home buyers and 94 percent of buyers aged 25 to 44 years used the Internet to search for homes. “We think that the ability for our REALTORS® to share listings legally through social networks is a true competitive advantage,” Jandric said.

The NAR 2008 study also found that the median age of first-time buyers is 30, which is lower by one year from the 2007 survey; the typical repeat buyer is 47. People in a broad range of ages are using social media sites to communicate with their friends and colleagues and keep them apprised of their activities. According to a May 2008 Pew Internet survey published in “Adults and Social Networking Data Memo,” the following ages typify median ages of users: Twitter user is 31, MySpace user is 27, Facebook user is 26, and LinkedIn user is 40.

**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).