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Spring Open House “Extravaganzas” Held

Feb. 20, 21 and 27, 28

Edina, Minn. – Feb. 17, 2010 – Edina Realty is holding its first spring Open House Extravaganza during the last two weekends of February: Feb. 20, 21 and 27, 28. Hundreds of homes will be held open throughout Minnesota, western Wisconsin and Fargo, N.D., making it easy for people who are hunting for a home to drop in on properties that fit their search criteria.

The area’s most popular real estate site, Edina Realty’s Web site, www.edinarealty.com, enables house-hunters to easily find properties that match their search criteria and see which ones will be held open. An “Open” icon appears on the houses that will be open; the consumer can then mouse over the icon to pull up property photos and details. On average, every month Edina Realty holds 4,000 open houses. Consumers can currently view over 89,000 active listings on edinarealty.com, which includes the company’s own listings as well as those of other brokers.

The mobile-friendly Web site, m.edinarealty.com, also enables consumers to access key parts of the site from their Web-enabled mobile device.

“This is a terrific time to buy a home, with low interest rates, lots of affordable homes on the market and a tax credit for both first-time and repeat homebuyers,” said Bob Peltier, Edina Realty president and CEO. The tax credit offers up to \$8,000 for first-time homebuyers and up to \$6,500 for existing homeowners who have lived in their home for at least five consecutive years of the last eight. Buyers must have a signed purchase agreement by April 30, 2010 and close on their home by June 30, 2010.

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. for ten years running. 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 took over 24,000 new listings last year, leading its closest competitor by over 7,500 units.

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.