

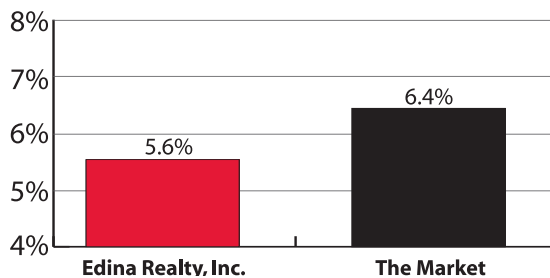
Edina Realty vs. the Market

Consumers who use Edina Realty benefit from a higher average sales price and shorter time on the market. When compared to the rest of the marketplace, Edina Realty REALTORS® outperform the competition by getting the highest sales price versus original price (more than 91 percent), resulting in more for their clients. Edina Realty also outperforms the market in the number of listings taken that sell at 68 percent versus the market's 64 percent - in short, our agents sell more of their listing inventory than the competition.

Monthly Expiration Ratio

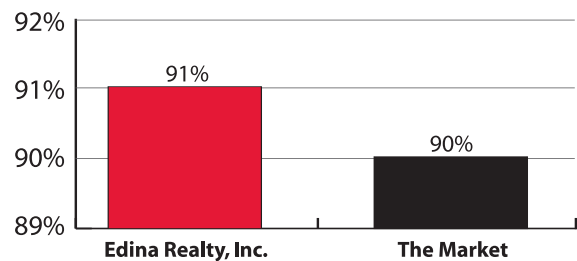
(June 2009)

expired / total actives



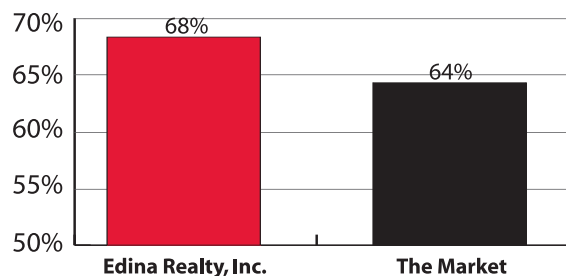
Sale Price / Original List Price - YTD

Residential - All Areas



Percent Sold YTD

sold / # went off market



Based on information from the REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA, INC. for Jan.-June 2009. Average Days on Market is based upon cumulative days on market, which does account for previous listing contracts. Figures are based on closed sales. The "Market" includes data from all brokers, including Edina Realty.