

More Marketing, More Results

Hotline

Our exclusive, 24-hour interactive telephone system gives buyers information about your property any hour of the day or night, and receives thousands of calls each week.

Internet Site

Through our Internet site (www.edinarealty.com, and other Internet partnerships), homebuyers can conduct a customized search for their dream home at their convenience. Visitors can search by price range, community area, number of bedrooms, bathrooms and other amenities. Homebuyers can also view full-color photos and detailed information on each home of interest.

Office Tours & Broker Opens

Each week, our sales associates tour new listings for the first look at the newest properties. That's when the networking and buyer showings begin. We also host "broker opens," where REALTORS® from other companies visit our listings on behalf of their clients.

Picture Classifieds

Edina Realty pioneered the concept of picture classifieds newspaper ads. Today, they remain an extremely effective tool for marketing your property — especially since Edina Realty listings occupy the premier position in these sections.

Open House Directories

Each week we publish our own directory of upcoming open houses in the *Star Tribune* and *Pioneer Press*, giving you exposure to millions of readers and potential buyers. Outside the Twin Cities metro area, Open House Directories are published in local area newspapers.

Magazines

We maintain a strong presence in publications produced specifically for buyers and sellers. And, we publish our own Exceptional Properties magazine with a circulation of more than 20,000 upper-bracket buyers.

Multiple Listing Service (MLS)

We advertise your property on MLS, a computerized service for Realtors that provides up-to-the-minute information about thousands of listings to all area Realtors and their qualified buyers.

For Sale Signs

Our red and white reflective yard signs have been prominently displayed in this region for more than 45 years. Our sign is an endorsement of quality—trusted and respected by buyers and other brokers alike.

Home Profiles

These colorful, professionally produced marketing tools will highlight the key selling points of your property.

Direct Mail

We use professionally produced direct mail materials to promote your property to an audience of potential buyers screened and selected for their demographic profiles.

Technology

At Edina Realty, we also combine traditional marketing tools with the latest in technology to help market your home. This may include e-mail newsletters, e-mailing listings or virtual tours to potential buyers, electronic networking between sales associates, electronic invitations to open houses and more.