

- BUYING
- SELLING
- RELOCATING
- NEW CONSTRUCTION
- EDINA REALTY RECOMMENDS
- MORTGAGE
- TITLE
- INSURANCE
- WARRANTY PROGRAMS
- MOVING SERVICES
- CAREERS
- FREE NEWSLETTERS

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HOUSE NUMBER

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 STREET NAME

Hotline

ZIP CODE

MLS NUMBER

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About Us

Humble Beginnings with Grand Determination.

With only \$2,000 and a great determination to buy her daughter a piano, Emma Rovick turned a small real estate firm into one of the nation's largest and most successful today.



In 1955, Edina, Minnesota housewife and mother of three Emma Rovick borrowed \$2,000 and bought a struggling real estate firm in order to make enough money to buy a piano for her daughter. She inherited three sales people and managed to sell \$2 million in real estate that first year. Her first office was at 50th and France in Edina before France Avenue was even paved.

Today, Edina Realty is one of the nation's largest real estate companies with more than 75 real estate offices, throughout Minnesota, North Dakota and Wisconsin and more than 2,400 sales associates. Edina Realty's family of companies includes Edina Realty Home Services, Edina Realty Title, and Edina Realty Mortgage. Edina Realty has annual sales of more than \$6 billion. Edina Realty's unprecedented growth testifies to the strength of our associates and sales offices.

Going Beyond the Sale

As a leader in the industry, we continually look for new ways to serve our customers better. You can rest assured that you are getting the latest and greatest technology and services available anywhere. We were the first in our market to publish detailed property information on online with a listing notification service and online appointment scheduling. We were also the first to offer Hotline – our 24-hour, interactive phone listing information system.

In addition to buying and selling homes, Edina Realty Home Services offers products and services for the entire home ownership experience with the help of our partners. Whether you need help buying; selling; financing; moving and relocating; renting; improving, maintaining or furnishing your home; Edina Realty is there!

Edina Realty Foundation

Shouldn't everyone have a place to call home? That's what Edina Realty sales partners thought when they offered their helping hands in establishing the Edina Realty Foundation. The Foundation extends financial support to organizations which provide housing and related services such as counseling and medical care to homeless children, families and individuals. Since its inception in 1996, the Foundation has raised more than \$2.1 million to help homeless individuals and families in the communities we serve.

Foundation Funding

When you buy or sell a home with Edina Realty, a percentage of the sale goes to the Edina Realty Foundation to target the issue of homelessness. The employees of Edina Realty, Edina Realty Title, Edina Realty Mortgage, Edina Realty Home Services, as well as the general public make additional contributions.

Grants typically range in size from \$200 - \$5,000. The average grant is \$2,000.

For more information about the Edina Realty Foundation, or to apply for a Grant, contact the nearest [Edina Realty office](#) in your area or ask your Edina Realty Sales Associate. Or, print the [Grant Application](#).

If you are interested in obtaining more information about homelessness facts or prevention, visit the [National Coalition for Homeless](#).

A Company with Heart

Because of our Foundation's charitable giving, Edina Realty Home Services has joined an elite group of companies recognized for their outstanding contributions to the community through the Minnesota Keystone Program(sm). This program identifies Minnesota organizations that donate a percentage of pre-tax profits to Minnesota charities.



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