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Real Living Receives a 96 Percent Satisfaction Rating Nationwide in 2011 from Home Buyers and Sellers, According to an Independent Ratings Firm

Surveys Tabulated by Quality Service Certified Also Show that 147 Real Living Real Estate Offices Received 100% Customer Satisfaction Ratings while 1,985 Agents Also Achieved 100%

Oak Brook, Ill. (Feb. 21, 2012) – [Real Living](#), one of the nation's most innovative national real estate franchisors, today announced that it received a 96% customer satisfaction rating in 2011 based upon thousands of home buyer and seller surveys that were tabulated by [Quality Service Certified](#) (QSC), an independent rating service.

Additionally, 90% of Real Living buyers and 86% of its sellers ranked their customer satisfaction level as “very satisfied,” a full 32 percent higher¹ than the real estate industry’s rankings of “very satisfied” for buyers and sellers (report overview [here](#)).

Overall, Real Living had 147 offices nationwide that finished 2011 with 100% customer satisfaction ratings and 1,985 agents with 100% customer satisfaction scores last year.

Quality Service Certified, an independent research firm, delivers, administers and validates customer service satisfaction results following closed transactions for participating agents. QSC executives point out that the availability of detailed service satisfaction history and actual past customer comments enable consumers to make better, more informed decisions in finding and selecting the real estate professional to best meet their needs.

“Since our Premier Service® program debuted more than 10 years ago, no other real estate company has put as much effort into achieving, then measuring customer satisfaction, than we have,” said Harley E. Rouda, Jr., Real Living president. “And we couldn’t be happier with our results: a 96 percent customer satisfaction rating that clearly puts Real Living head and shoulders above the competition.”

Considered the most innovative and comprehensive customer service program in the real estate industry, Premier Service promises consumers consistent and measurable levels of service. For example, participating Real Living agents put in writing, up front, the services they will perform on their customers’ behalf. Through Premier Service, the company takes the unprecedented step of asking their customers, via QSC, to honestly rate the performance of their sales agent – and by reflection, the national company itself.

About Real Living

[Real Living](#) is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources and services for franchisees and their sales professionals, as well as the consumers who work with them. The Real Living brand and its innovative concepts were recognized as one of the best by Entrepreneur magazine; won the Inman Innovator Awards, and was named “the Most Promising New National Brand” by the Swanepoel TRENDS Report. Real Living is an affiliate of Brookfield Residential

Property Services, a leading global provider of real estate and relocation services, technology, and knowledge. For more information, visit, <http://www.realliving.com>.

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¹2011 National Association of Realtors Profile of Home Buyers and Sellers