

Real Living Real Estate

News Release



18500 Von Karman Ave., Suite 400, Irvine, CA 92612

www.realliving.com

FOR IMMEDIATE RELEASE

Real Living Real Estate Achieves Record High 97% Nationwide Customer Satisfaction Rating

Buyers and Sellers Across the Nation Give Real Living Real Estate Record High Marks

IRVINE, CA (DATE) – Real Living Real Estate, the first national real estate franchisor to give clients the power to rate their customer experience, announced today that in 2015 its agents had achieved a 97% satisfaction rating from buyers and sellers across the nation. This sets a record high satisfaction rating for Real Living Real Estate agents, following seven consecutive years of 96% customer satisfaction ratings. These ratings from actual buyers and sellers have been verified by an independent research firm, Quality Service Certification, Inc. (QSC).

Through the Real Living 360 ServiceSM program, the network asks customers to candidly rate the performance of their real estate professional. QSC administers and validates these customer service satisfaction results following closed transactions for participating agents. The fact that actual customers complete the surveys gives the results an authority and authenticity that online, anonymous ratings lack.

“The record high survey results are extremely gratifying, but they’re not surprising to anyone who works with our agents,” said Robert McAdams Jr., president of Real Living. “Our network of Trusted Advisors[®] has made service its cornerstone value for more than 10 years now. Real Living 360 Service is more than a program. It’s our culture, and the performance of our professionals across the nation truly sets them apart from the rest of the industry.”

These results from thousands firmly set Real Living at the top of the real estate industry for customer satisfaction. Additionally, Real Living agents consistently ranked higher than the national industry average for repeat customers and customer referrals. A full 95% of sellers said they would use their Real Living agent again or recommend him or her to others while 96% of buyers said they would use their Real Living agent again or recommend this agent to others.

Steve Hayes, a top-producing broker at Real Living 1st Choice Real Estate Services in Loveland, CO, said that Real Living 360 Service program is a key element in the network’s service achievements. “A lot of real estate companies say they offer great service, but if you can’t back it up with real survey results, it’s just talk,” Hayes said. “Our agents are proud that their ratings and reviews come from real customers. Every survey offers an honest opportunity to learn, and every new customer offers a new opportunity to provide even greater satisfaction.”

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Gino Blefari, CEO of HSF Affiliates, congratulated Real Living on the network's record results. "Real Living agents have exceeded even their own high service expectations this year. Their dedication to serving their customers deserves to be admired," said Blefari. "You only really know if you're successful if you keep an accurate scorecard. A 97% Customer Satisfaction rating is a success by any metric."

About Real Living Real Estate

Real Living Real Estate is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources for franchisees and their sales professionals, as well as for consumers who work with them. The Real Living brand and its innovative concepts were recognized by Entrepreneur magazine; have won Inman Innovator Awards, and been named "the Most Promising New National Brand" by the Swanepoel TRENDS Report. Real Living Real Estate is a network brand of HSF Affiliates LLC, majority owned by HomeServices of America, Inc., a Berkshire Hathaway affiliate. For more information, visit www.RealLiving.com.

Media Contacts:

Kevin Ostler
949-794-7980
kevinostler@hsfranchise.com

Matt Kaufman
224-532-7631
mattkaufman@hsfranchise.com