

Real Living Real Estate

News Release

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FOR IMMEDIATE RELEASE

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Real Living Real Estate Ranks Best in the Industry – Receives 96% Client Satisfaction Rating Nationwide for Fifth Consecutive Year

Independent Research Finds that Buyers and Sellers Value Strategic Counsel, Guidance, and Attention to Detail

IRVINE, CA. (March 26, 2013) – Real Living Real Estate, a leading real estate franchisor, today announced that it has received a 96% customer satisfaction in 2012, an achievement it has held for the past five years, according to Quality Service Certification, Inc. (QSC), an independent research firm.

As home buying trends continue to rise, suggesting a return to a more stable real estate market, buyers and sellers are seeking guidance and counsel from their agent as they navigate a crowded marketplace. Additional survey findings state that 95% of customers would use the same Real Living agent in the future as well as recommend the same agent to a friend.

“For over 10 years Real Living’s Premier Service[®] program has ensured that our agents deliver a consistent, measurable and exceptional customer experience,” said Robert McAdams, Jr., president of Real Living. “The results speak for themselves. A 96% customer satisfaction rating sets our agents apart in a crowded industry and establishes our commitment to accountability and leadership in providing excellent service.”

Buying and selling a home present a unique set of concerns for customers, according to survey participants. Advice/counsel, attention to detail, quality and frequency of communication, and negotiating assistance were all categories where Real Living agents scored in the high ninetieth percentiles giving credence that customers are looking for a partner in this process.

“The economy is turning a corner and consumer confidence in the housing market continues to grow,” said Earl Lee, CEO of HSF Affiliates, Real Living’s parent company. “The younger generations are looking for homes to fulfill their American Dream and this presents a unique opportunity for agents to connect with Generation X and Y.”

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Quality Service Certification, Inc., delivers, administers and validates customer service satisfaction results following closed transactions for participating agents. To compile this year's results, QSC tabulated thousands of homebuyer and seller surveys. Real Living is the only national real estate company that gives its clients the power to grade their customer experience through the use of a third-party survey company in order to evaluate how their agents listen and perform their professional service, demonstrating how much Real Living values feedback from its clients.

About Real Living

Real Living 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 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 2011 Inman Innovator Awards, and was named "the Most Promising New National Brand" by the Swanepoel TRENDS Report. Real Living Real Estate is a network brand of HSF Affiliates LLC, of which HomeServices of America, Inc., a Berkshire Hathaway affiliate, is the majority owner. For more information, visit, www.realliving.com

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