

Real Living Real Estate

News Release



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FOR IMMEDIATE RELEASE

Real Living Leads Industry for Highest Customer Satisfaction Rating

Real estate brokerage achieves 96% customer satisfaction

IRVINE, CA (May 20, 2014) – Real Living Real Estate, the only national real estate franchisor that gives clients the power to grade their customer experience, today announced its agents received a 96% customer satisfaction rating in 2013, according to independent ratings service, Quality Service Certification, Inc. (QSC).

Real Living, a member of the HSF Affiliates LLC family of brokerage networks, was one of the first real estate brands to broadly measure customer satisfaction. It is the only real estate franchisor to measure customer satisfaction on a national basis. Through Real Living's Premier Service® program, the network asks customers to candidly rate the performance of their sales agent. QSC administers and validates these customer service satisfaction results following closed transactions for participating agents.

"While surveying customers seems to be the hot trend right now, Real Living has been doing it for more than a decade to provide our clients with the excellence in service and experience they deserve," said Bob McAdams, Jr., president of Real Living. "Exceptional service is part of Real Living's DNA and our agents prove it every day."

The latest results from QSC place Real Living at the top of the real estate industry for customer satisfaction, based on responses from thousands of home buyers and sellers. In addition to a 96% customer approval rating, 95% of customers surveyed said they would use the same sales associate in the future and that they would recommend the same sales associate to a friend.

Earl Lee, CEO of HSF Affiliates, congratulated the network on its achievement. "Real Living agents deliver quality service year after year," said Lee. "Such consistency, along with the integrity and trust inherent in these agents, builds lasting client relationships."

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Added John Martinelli, broker/owner of Real Living 1st Choice Realty in Coral Springs, FL: “Premier Service is an integral part of who we are at Real Living,” he said. “Through the power of customer feedback, Real Living agents are able to differentiate their services and position themselves in their marketplace.”

About Real Living Real Estate

Real Living Real Estate, based in Irvine, CA, is a full-service real estate brokerage network 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 was recognized by *Entrepreneur* magazine, received Inman Innovator Awards, and named “the Most Promising New National Brand” by the 2013 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. Visit <http://www.realliving.com>.

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