



CUSTOMER SATISFACTION SURVEY - SELLER

Leading Research Corporation

Martha Smith
123 Main Street
Suite #10
Glendale, CA 91203

January 1, 2015

Dear Martha Smith:

Recently, you completed the sale of your property. As you may be aware, Leading Research Corporation sends a survey to every seller represented by your Real Living 360 ServiceSM professional. The survey is an important part of the service package that was promised to assure you of high professional accountability.

By completing and returning the survey on the reverse side, you will be providing valuable feedback. Your input will help other consumers in their service provider selection process, and will help your service professional evaluate and improve their service.

Please complete the brief survey and return in the postage paid envelope. We thank you for your participation in this very important survey process.

Sincerely,

A handwritten signature in cursive script that reads "Ray Chaplain".

Raymond M. Chaplain
Chairman
Leading Research Corporation

Agent(s): Bob Stevens

Please fill in the circle of the appropriate response OR Complete this survey on-line at www.LeadingResearch.com

1. Did your sales associate offer you a Real Living 360 Service Commitment? Yes No
2. Did your sales associate contact you after the closing? Yes No
3. How long did you expect your property to be on the market before it was sold?
- <30 days 31-60 days 61-90 days 91-120 days 121-180 days 180 days and more
4. How long was your property marketed by your sales associate and broker before you accepted an offer?
- <30days 31-60 days 61-90 days 91-120 days 121-180 days 180 days and more

5 VERY SATISFIED **4 SATISFIED** **3 NEUTRAL** **2 DISSATISFIED** **1 VERY DISSATISFIED**

How satisfied were you with...

5. ... how well your sales associate listened, advised and counseled you when clarifying your needs? (5) (4) (3) (2) (1)
6. ... the marketing plan developed and implemented for the sale of your property? (5) (4) (3) (2) (1)
7. ... the price and terms of the sale? (5) (4) (3) (2) (1)
8. ... your sales associate's advice and skill in negotiating the price/terms of sale? (5) (4) (3) (2) (1)
9. ... the quality and frequency of communication provided by your sales associate? (5) (4) (3) (2) (1)
10. ... your sales associate's facilitation of the process and attention to details from contract to closing? (5) (4) (3) (2) (1)
11. What was your overall satisfaction with the results and service provided by your sales associate? (5) (4) (3) (2) (1)

5 VERY LIKELY **4 LIKELY** **3 NEUTRAL** **2 UNLIKELY** **1 VERY UNLIKELY**

12. If selling in the same area again, how likely would you be to use the same sales associate? (5) (4) (3) (2) (1)
13. If selling in the same area again, how likely would you be to use the same real estate company? (5) (4) (3) (2) (1)
14. How likely would you be to recommend your sales associate to a friend or relative? (5) (4) (3) (2) (1)
15. How likely would you be to recommend the real estate company to a friend, neighbor or relative? (5) (4) (3) (2) (1)

16. What was your PRIMARY reason for selecting your sales associate? (Select the one most influential factor)

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|---|--|--|
| <input type="radio"/> Referred by a Friend | <input type="radio"/> Walk-in/Open House | <input type="radio"/> Customer Service Program |
| <input type="radio"/> Satisfied Past Customer | <input type="radio"/> Advertising | <input type="radio"/> Yard Signs in the Area |
| <input type="radio"/> Knew Sales Associate Personally | <input type="radio"/> The Internet | <input type="radio"/> Sales Associate's Presentation |
| <input type="radio"/> Company Name/Reputation | <input type="radio"/> Other (please specify _____) | |

Please offer any comments or suggestions you feel appropriate:
