

PSPAAR to Provide RealSatisfied Customer Satisfaction Platform to All Of Its Primary REALTOR® Members

SOUTHERN PINES, NC – January 14, 2014 – The Pinehurst-Southern Pines Area Association of REALTORS® ([PSPAAR](#)) announced today that all of its Primary REALTOR members will be provided the ability to listen more carefully to their customers using the [RealSatisfied](#) customer satisfaction platform. PSPAAR becomes the first Real Estate Association to adopt the RealSatisfied platform.

“We’re thrilled to be the first association to offer the RealSatisfied customer satisfaction platform,” said Laurie Davis, President of PSPAAR. “As an association, our objective is to serve our members and the community, and providing our members with the ability to improve the overall quality of service they provide by systematically listening to customer input is consistent with that objective. We believe consumers want to give our members feedback and we are certain our members are ready to receive it.”

RealSatisfied, a service measurement platform designed exclusively for the real estate industry, sends customer satisfaction surveys to both homebuyer and seller clients on behalf of Realtors® at the close of transactions. Surveys sent on behalf of PSPAAR members will be triggered automatically at the end of every transaction via an integration with the [RealSatisfied API](#) and the MLS RETS feed and will go live in the coming weeks.

“The technical integration was painless from our side,” noted Association Executive, Paula Nash. “We could not be more delighted with how easy RealSatisfied has made the process for sending the surveys and for collecting the information on behalf of our members. Our members will have complete access to all of RealSatisfied’s Agent Pro tools to help them learn from their client’s feedback and collect client recommendations for use in their marketing efforts.”

The tools include easy-to-use widgets for PSPAAR members to publish client recommendations on their own websites, share those recommendations automatically to Realtor.com® and to their social networks, and provides third party validation of customer satisfaction. “The tools provided are best in class,” Davis added, “and the ultimate benefit for our association is that the aggregated data on how our members are performing, as a group, will help inform and improve our training and education.”

“We are truly delighted to work with PSPAAR on behalf of its members,” said Jeff Turner, President of RealSatisfied. “PSPAAR shares our feeling that the focus of client feedback should not be simply collecting testimonials, but should instead be squarely placed on helping REALTORS® improve the quality of service they provide to the community. We’re excited about working with them to make that goal a reality.”

About Pinehurst-Southern Pines Area Association of REALTORS®

PSPAAR (Pinehurst-Southern Pines Area Association of REALTORS®) is located in Pinehurst North Carolina and serves 538 REALTOR® members. Media contact: Paula Nash, Association Executive, 910-692-8988 and Laurie Davis, President, (910) 690-8480

About RealSatisfied

Based in Sydney, Australia with operations in Australia, United States and Canada, RealSatisfied is the 3rd party customer satisfaction and service measurement platform for the real estate industry. Founded in 2010, RealSatisfied provides a turnkey solution to enable real, actionable feedback and performance ratings from clients. To learn more about RealSatisfied, visit www.realsatisfied.com.

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