

## **PSPAAR Seeing Exceptional REALTOR® Adoption in the First 60 Days of RealSatisfied Customer Satisfaction Platform Launch**

**SOUTHERN PINES, NC** – May 1, 2014 – The Pinehurst-Southern Pines Area Association of REALTORS® ([PSPAAR](#)) launched the [RealSatisfied](#) customer satisfaction platform to all of its Primary REALTOR members on March 6, 2014. Today, less than 60 days into the program, adoptions rates by members and response rates by consumers are exceeding expectations.

“To have 34% of agents who’ve completed a transaction since launch opt into the program is a major accomplishment,” said Laurie Davis, President of PSPAAR. “And what is even more exciting is that we’re seeing customer satisfaction survey response rates at 61%. That is simply beyond what we could have hoped for.”

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 are triggered automatically at the end of every transaction via an integration with the [RealSatisfied API](#) and the MLS RETS feed. However, agents must choose to participate in the program.

“We knew going into this process that there would be some resistance on the part of agents” noted Association Executive, Paula Nash. “But what we have seen so far is that any initial reservations about the system quickly fade when they experience the results. We believe that once our members see how effective this has been for those who’ve already adopted the program, they will participate as well.”

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 that originally attracted us to the service,” Davis added, “have improved even in the last 60 days. Ultimately, our members who choose to participate are going to see a reward from that decision. Those who have already opted in are seeing results immediately.”

“We are as thrilled with the results as the PSPAAR leadership,” said Jeff Turner, President of RealSatisfied. “In addition to the stellar initial adoption rate, we’re also seeing stellar consumer response. 91% of the consumers who’ve been sent RealSatisfied surveys by participating PSPAAR Members have completed a survey once they’ve started. This is consistent with our experience of performance inside of brands, and this makes us very happy.”

### **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](http://www.realsatisfied.com).

**Media Contact:**

Jeff Turner, 661-244-5812, [jeff@realsatisfied.com](mailto:jeff@realsatisfied.com)

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