

## **Dilbeck Real Estate Launches Platinum Advantage Customer Satisfaction Initiative Powered by RealSatisfied**

**PASADENA, CA** – December 2, 2014 – Along with an affiliation with Leading Real Estate Companies Of The World, updated branding, and a renewed commitment to “Consistently Exceeding Expectations,” Dilbeck Real Estate announced a new agent performance and customer satisfaction program called, “Platinum Advantage.” The new initiative is powered by real estate customer satisfaction leader, RealSatisfied.

“When we made the decision to become part of Leading Real Estate Companies of The World, we also renewed our already strong commitment to providing high standards of performance for our clients,” said Mark Dilbeck, CEO of Dilbeck Real Estate. “We created Platinum Advantage as a way to highlight that commitment and went in search of the best customer satisfaction platform on which to build it. Our Management Team vetted systems from multiple countries and agreed that RealSatisfied is the best real estate agent performance evaluation platform on the market today. They are way ahead of their competitors.”

RealSatisfied, a performance evaluation and customer satisfaction platform designed exclusively for the real estate industry, sends customer satisfaction surveys to both home buyer and seller clients on behalf of REALTORS® at the close of transactions. Beginning December 1, 2014, surveys will be triggered at the end of every transaction by Dilbeck Real Estate.

The tools Real Satisfied provides to brokers include easy-to-use widgets for agents to publish client recommendations on their own websites, share those recommendations automatically to Realtor.com® and to their social networks, and provides solid third party validation of customer satisfaction. In addition, RealSatisfied provides brokers with a comprehensive dashboard for analyzing survey results, managing team members and escalating problems with transactions when they are uncovered by the surveys.

“RealSatisfied is also committed to working efficiently with our other platform partners; like Tribus for integration of agent testimonials, and Lone Wolf for the automatic triggering of survey invitations at the close of a transaction,” commented Lynn Kornmann, CFO of Dilbeck Real Estate. “This was a critical factor in our decision to choose RealSatisfied. Quite frankly, they have made this painless for us.”

“Dilbeck Real Estate was built on a strong, positive set of core values,” said Jeff Turner, President of RealSatisfied. “Those core values are what have driven their desire to consistently exceed expectations. We are delighted they’ve chosen us as their partner, and happy to help them make sure they deliver the highest quality service with every single real estate transaction.”

### **About Dilbeck Real Estate**

Los Angeles-based Dilbeck Real Estate ([www.Dilbeck.com](http://www.Dilbeck.com)) is a highly respected brokerage with annual residential and commercial sales of nearly \$1.5 billion. With roots dating back to 1950, the company’s 14 offices and approximately 600 associates cover most of the greater Los Angeles area, with access to mortgage, title and escrow services.

### **About RealSatisfied**

Based in Sydney, Australia with operations in The United States, Australia, Canada and Singapore, RealSatisfied is the 3rd party customer satisfaction and performance evaluation 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).

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