

BeachesMLS, Courtesy of RAPB, Plans to Provide the RealSatisfied Customer Satisfaction Platform

PALM BEACH, FL – January 15, 2015 – BeachesMLS and the REALTORS® Association of the Palm Beaches (RAPB) announced today that all of its subscribers will be provided special access to the [RealSatisfied](#) customer satisfaction platform for collecting evaluations of their performance. BeachesMLS becomes the first large, association-owned MLS, to adopt the RealSatisfied platform.

“We’re thrilled to be the first association-owned MLS to offer the RealSatisfied customer satisfaction platform,” said Carol Van Gorp, CEO of RAPB. “Our team has worked with RealSatisfied over the course of the last year to help shape this product offering and we are proud of the role we’ve played in making it what it is today. We’re even more proud to finally be able offer it to our members.”

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. Reminders to send a survey will be triggered automatically at the end of every transaction via an integration with the [RealSatisfied API](#) and the BeachesMLS RETS feed, scheduled to go live on January 15, 2015.

“From our very first phone call almost a year ago,” noted Danielle Boutin, Director of Emerging Technologies & Communications, “RealSatisfied has worked hard to build a platform that we could feel comfortable offering to our subscribers. We have always considered ourselves leaders in our industry and we’re proud to say that we actually spearheaded RealSatisfied’s movement into the Association & MLS space.”

The tools include easy-to-use widgets for BeachesMLS subscribers to publish client recommendations on their own websites or share those recommendations automatically to Realtor.com® (Realtors® only). They can also share to their social networks, and provide third party validation of customer satisfaction. “The tools provided are beyond anything else available today,” said Carol Van Gorp. “And their approach to data ownership puts the agent first. We are convinced our subscribers will benefit greatly from the reminders we’ll be initiating, the feedback they’ll receive from their clients, and the open way in which RealSatisfied allows them to share their recommendations.”

“We are truly delighted to work with RAPB on behalf of its subscribers,” said Jeff Turner, President of RealSatisfied. “We would not be in this position today without the encouragement of RAPB executives. They share our belief that the focus of client feedback should not be simply collecting testimonials, or ratings, 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 REALTORS® Association of the Palm Beaches

The Realtors® Association of the Palm Beaches, “The Voice of Local Real Estate,” represents over 12,000 members involved in all aspects of residential and commercial real estate in Palm Beach and St. Lucie Counties. RAPB and BeachesMLS are dedicated to supporting the growth of our members business and delivering the innovation needed to power their future©.

About RealSatisfied

Based in Sydney, Australia with operations in Australia, United States, 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.

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