

MLS PIN Becomes First MLS To Directly Support The RealSatisfied Customer Satisfaction Platform

Sydney, NSW, Australia – January 20, 2015 – MLS Property Information Network, Inc (MLS PIN) announced today that it will provide all of its customers with complimentary and special access to the RealSatisfied customer satisfaction platform for collecting evaluations of their performance beginning today. MLS PIN, with more than 33,000 customers, becomes the first large MLS to support the RealSatisfied SaaS platform.

“The decision to offer the RealSatisfied customer satisfaction platform was an easy one to make,” said Kathleen Condon, President and CEO of MLS PIN. “We’ve had customers requesting this tool for evaluations and marketing of their business for some time now.”

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 real estate professionals 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 an MLS PIN RETS feed.

“MLS PIN understood, almost immediately, that there was a growing need for the service we provide,” noted Jeff Turner, President of RealSatisfied, “And they also understood how important their role was in this process. The reminder to send a survey is a critical part of the success of a customer satisfaction program at this level.”

The RealSatisfied service includes easy-to-use widgets for MLS PIN customers to choose 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 RealSatisfied provides are modern and intuitive,” Condon added. “The fact that they put ownership of the evaluation data in the hands of the agent or broker is unique. We know our customers who opt to use the product are going to enjoy the service they provide.”

“The relationship with MLS PIN is an exciting one,” said Phil Kells, CEO of RealSatisfied. “This is our first direct MLS relationship and as such, it’s special for us. We are looking forward to working with MLS PIN customers to help them understand their performance in the transaction and promote the great work they do on behalf of their clients.”

About MLS Property Information Network, Inc. (MLS PIN)

MLS Property Information Network (MLS PIN) is a privately REALTOR® owned multiple listing service with approximately 33,000 participants and subscribers throughout New England, which manages a comprehensive database of more than 30,000 listings for sale. It is the largest MLS in New England, and one of the largest in the nation.

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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