



## **Northern Kentucky Multiple Listing Service Integrates RealSatisfied To Provide Customer Satisfaction Survey Notifications To All Members**

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Northern Kentucky Multiple Listing Service (NKMLS) launched integration with RealSatisfied on April 29 that triggers reminders to send surveys to all members of the Northern Kentucky Association of REALTORS®. As part of the integration, NKMLS provided discounted access to Agent Lite accounts on the RealSatisfied customer satisfaction platform for collecting evaluations of their performance.

“We saw immediate results from our subscribers who posted customer testimonials to their websites and social media sites,” said Janie Wilson, CEO of the Northern Kentucky Association of REALTORS®. “A pleasant surprise was the number of Broker accounts established within the first week, which is indicative of the value our Brokers see in aggregated data from the RealSatisfied Customer Satisfaction Surveys that can be used in identifying deficits in their training processes.”

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 integration with the RealSatisfied API and the NKMLS RETS feed, live since April 29, 2015.

“Northern Kentucky MLS was very thorough in their review of our platform,” said Jeff Turner, President of RealSatisfied. “Ultimately, we believe their decision to integrate was based on the growing belief that agent performance reviews are good for the real estate industry. We know that these triggered reminders are an important part of the success of any program and we’re delighted to have them join us in making our tools available to their members.”

The tools include easy-to-use widgets for NKMLS members 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. “One of the things we are most excited about,” Janie added, “is how easy it’s going to be for our members to use the feedback collected by the RealSatisfied system to improve and promote their businesses.”

### **About Northern Kentucky Multiple Listing Service**

The 950 member Northern Kentucky Association of REALTORS® and the 1350 users of the Northern Kentucky MLS (NKMLS), Northern Kentucky’s leader in the real estate information and services business, operates with a professional staff from 7660 Turfway Road, Suite 100 in Florence, KY. Both NKAR and the NKMLS work to protect the public’s right to transfer real property and promote better public understanding of the profession and the real estate transaction process.

### **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 <http://www.realsatisfied.com>.



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