

## **RealSatisfied Adds Laura Monroe To Their Leadership Team as Director Of Marketing**

**MANLY, NSW, AUSTRALIA – JUNE 22, 2015 – RealSatisfied**

(<http://www.realsatisfied.com>) announced today that Laura Monroe has joined their team as Director of Marketing to further develop their growing customer satisfaction position in the real estate industry. Laura brings a wealth of experience in the real estate industry to the RealSatisfied team, having spent the last 3 years as Director of Industry Engagement and Social Media at Inman News where she was instrumental in growing Inman's brand through enterprise level social engagement, developing and executing national industry education through webinars, nurturing strategic partnerships, and speaking nationally on topics related to marketing and technology.

"We could not be more excited about Laura's decision to join us here at RealSatisfied," says Phil Kells, CEO and Co-Founder of RealSatisfied. "We have had numerous opportunities to work with Laura in her role at Inman, and have appreciated how she has conducted herself in writing, on webinars and from the stage. We value her industry expertise, her considerable marketing experience and the unique and refreshing perspective she will bring to our leadership team."

Laura will be focused on building and developing RealSatisfied's brand strategy and strategic partnerships through marketing, communications, education, and engagement online and off.

"My time at Inman has been extremely rewarding and has provided an unparalleled view of the industry on all levels. My passion has always been to empower agents and brokers through technology and marketing - but more importantly through understanding goals and measurable results, and how that is the core of building a successful brand," Laura proudly states.

"RealSatisfied encompasses not only the small day to day results of customer satisfaction, but empowers the industry to do the same. I'm excited to bring another voice to this conversation with the team, and to focus it squarely on the consumer's most valuable advocates: agents and brokers."

"When we looked at the needs of our growing business and the role we wanted someone to play in helping us continue and accelerate that growth, Laura's name was on the top of our list," Jeff Turner, President of RealSatisfied, noted. "It was abundantly clear that she shared our desire to see the conversation around agent performance measurement expand. We know she will help us, in meaningful and measurable ways, to grow the number of agents, brokers and associations willing to engage in that conversation."

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

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