

## **REALSATISFIED PASSES 100,000 CONSUMER SATISFACTION SURVEYS RETURNED, NOW HOLDS MORE THAN 4.1 MILLION PIECES OF REAL ESTATE SPECIFIC DATA**

**MANLY, NSW, AUSTRALIA – JULY 20, 2015** – Today, RealSatisfied announced that the 100,000th customer satisfaction survey response was received on their customer satisfaction platform in the United States, marking a significant milestone for the real estate focused SaaS company.

“We’ve seen consistent month-over-month increases in survey growth in the United States over the last year,” remarked Phil Kells, CEO of RealSatisfied. “Year-over-year survey return growth is close to 1000 percent. We could not be more thrilled. It means the platform is working for our customers.”

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.

This process allows its customers to break from the ratings and review mindset that returns minimal data and provides very little insight into how a client really feels about the real estate transaction. For example, Seller Surveys on RealSatisfied capture 47 different pieces of data relative to the home seller’s perception of agent performance, marketing sources and factors of influence. This is in stark contrast to the simple levels of data collected in ratings and review processes.

“Over the past few years, we’ve rolled out a number of new technologies to our 800 agents, but without question the most effective rollout we’ve done was with RealSatisfied,” says Joseph Rand, Managing Partner at Better Homes And Gardens Rand Realty. “It’s amazing how such a powerful tool was so easy to integrate into our existing systems. Without putting any new obligations on our agents, we were able to immediately realize almost a 70% testimonial return rate on client surveys, which has helped us refine our client service program to ensure a higher quality of service experiences.”

The tools RealSatisfied provides to brokers include easy-to-use widgets for agents to publish client recommendations on their own websites, share those recommendations automatically to websites and to their social networks, third party tools like Cloud CMA, 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.

“We give our clients insight into the service experience of their customers via their private dashboards,” says Jeff Turner, President of RealSatisfied. “We are looking forward to providing insights into how the more than 4.1 Million pieces of data we’ve collected can benefit the entire industry.”

### **About RealSatisfied**

Based in Sydney, Australia with operations in Australia, United States and Canada, 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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