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REALTORS® in Chicago Suburbs Adopt Performance Evaluation Platform
Mainstreet Organization of REALTORS® is the largest local association in the nation to offer this customer satisfaction platform to members

DOWNERS GROVE, Ill. – Members of the Mainstreet Organization of REALTORS® (MORE) will today begin using a new customer service platform that will help enhance their performance and professionalism. MORE is the largest local association in the nation with 15,000 members and the largest in the US to offer such a service.

Through a partnership with RealSatisfied – a third party customer satisfaction and performance evaluation platform for the real estate industry – MORE will provide the ratings system to its members.

MORE's leaders say the tool enables members to provide better service and become better agents by listening to customer feedback.

“In today's highly competitive real estate market, it's all about consumers and their experiences with agents,” said MORE CEO Pam Krieter. “Agents need to know what they did well during the transaction, what could be improved and how to manage their online reputation. RealSatisfied allows our members to do all of that.”

The RealSatisfied platform sends customer satisfaction surveys to both home buyer and seller clients on behalf of REALTORS® at the close of transactions. It then allows MORE members to publish client recommendations on their own websites, share those recommendations automatically to Realtor.com® and to their social networks, and provide third party validation of customer satisfaction.

“As an organization, we want to be known as an industry leader for our investments in tools that help our members evaluate their performances,” said Krieter. “The feedback our agents receive from their customers via RealSatisfied will help improve service across the region, leading to higher buyer and seller satisfaction.”

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About Mainstreet Organization of REALTORS®

MORe is dedicated to anticipating and serving the needs of more than 15,000 REALTORS[®], affiliates and licensed appraisers in South, West and Northwest Suburban Chicagoland. MORe is the largest local REALTOR[®] member organization in Illinois and the fourth largest in the nation. To learn what a REALTOR[®] can do for you, visit www.succeedwithmore.com.

About RealSatisfied

Based in Sydney, Australia with operations in Australia, United States, Canada and Singapore, RealSatisfied is the third 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.