

## Why Choose a Quality Service Certified® Real Estate Professional



- *Quality Service Certified® real estate professionals are offering home sellers and buyers a new standard of service and accountability.*
- *Real estate professionals must be educated and certified in order for them to hold the Quality Service Certified designation.*
- *Real estate professionals are highly motivated to protect their QSC® status by delivering better service satisfaction, more service value and higher accountability.*

The sale or purchase of what for many is their most valuable asset, deserves the serious attention and accountability of a defined, written and communicated service process with measurable standards; that's exactly what a Quality Service Certified® professional must deliver.

Holding the Quality Service Certification® requires a real estate associate to follow a well-defined process of service, to present that process in writing to every customer, every time and to guarantee its delivery. Customers can expect a consistent, reliable, responsive and accountable service experience from a QSC® service professional.

After a transaction closes, sellers or buyers complete a customer satisfaction survey that is administered by Leading Research Corporation (LRC). The survey data is collected and compiled by LRC assuring objectivity and credibility. An overall satisfaction rating for each sales professional is posted on the QSC consumer website after 4 surveys have been returned. This feedback and public display of the professional's service quality, help keep the sales associate accountable to maintain the highest level of service delivery.

Consumers today expect the same consistent standard of service from their real estate associate as from their accountant, doctor or other professional. The Quality Service Certified program puts this philosophy into practice.

