



## REALTOR® Ratings: Frequently Asked Questions (FAQs)

### **Who will be able to rate me?**

Clients whom you have represented as their buyer or seller agent will be able to rate you. You will receive an e-mail following a transaction and be asked to provide your client's e-mail address so that we may send them an invitation to take the Agent Ratings survey. REALTORS® should not be able to add the Agent Ratings survey unless they acted as a sub-agent or a buyer agent. Listing agents may be not be rated by the buyer unless they represented the buyer.

### **How do the clients know to participate?**

Once you have submitted your client's e-mail address, an e-mail will then automatically be sent on your behalf to your client asking them to complete a quick survey.

### **Will anyone else have access to my client's information?**

No. MLSListings never discloses client or member e-mail addresses. Your client's e-mail address will not be shared with anyone and will not be used for any purpose other than this survey.

### **What if they don't want to participate?**

Once the system goes live, it will default to all REALTORS® participating, but with all ratings being viewable ONLY by the REALTOR®. Participation options are as follows and can be changed by the member at any time:

- Opt-In to Agent Ratings (Do not show ratings online)
- Opt-In to Agent Ratings (Show ratings online)
- Opt-Out of Agent Ratings

### **Will I be able to pick and choose which ratings will be displayed?**

No. They can opt in and participate in ratings or opt out and not participate. They have complete control over whether or not to publish the results to MLSListings.com.

### **Will it be possible for consumers or members to falsify these ratings?**

No. To ensure the integrity and accuracy of Agent Ratings, we have participation rules, measures to prevent abuse, guidelines, and terms of use.

### **As a REALTOR®, how do I benefit from the Agent Ratings program?**

A consumer wants the REALTOR® to be responsive, attentive and to follow-up. You will be able to easily assess their strengths and weaknesses and react accordingly. The most important reason is to create an open and transparent rating environment for the consumer. The MLSListings Agent Ratings program is different from 3rd party blogs and websites which are currently all over the internet in that it is designed with Realtor-friendly guidelines that aren't found anywhere else. Agents' reputation accounts for 76% of their business.

### **How would Sellers Benefit from Agent Ratings by Previous Customers?**

Over 80% of buyers indicated they would consider it beneficial to access ratings on their REALTOR® by previous clients. An almost identical number of sellers who thought REALTOR® ratings would be beneficial also said it would have been beneficial or very beneficial to read actual comments about the REALTOR® by previous customers.

**How would buyers benefit from Agent Ratings by previous customers?**

75% of buyers indicated they would consider it beneficial to access ratings on their REALTOR® by previous clients. An almost identical number of buyers who thought REALTOR® ratings would be beneficial also said it would have been beneficial to read actual comments about the REALTOR® by previous customers.

**Do I need to have some type of certification to participate?**

No.

**Is there a cost associated with participating in this program?**

No.

**What if I don't agree with the rating my client gave me? Can I dispute it?**

Once you receive your survey results, if you disagree with your client's rating of your services during the transaction, you will have the opportunity to respond to their feedback and give your rebuttal. Both your client's comments and your response will be displayed on your Agent Ratings report on MLSListings.com.

**Will consumers be able to search for a REALTOR® by their Agent Ratings?**

Yes. Not when the program first launches, but in the near future the ability to search for a REALTOR® by rating will be available on MLSListings.com.

**What if I don't send my surveys to my clients?**

You will automatically be "opted out" of the system because you did not adhere to the guidelines of the program.

**What if my client(s) don't respond to the surveys?**

We will not hold members liable for the client not responding. You will not be penalized in any way as long as you send the survey.