



Intranet and/or Newsletter Story Copy for REALTOR® Ratings Program

BROKER VERSION

Title: REALTOR Ratings: Professional. Independent. Trusted.

Choosing your real estate representative is one of the most important decisions you can make as a home buyer or seller. You need both a reliable evaluation process and a consistent measure of comparison when making this critical choice.

<Insert Broker Name> is proud to be a partner in the REALTOR Ratings program, an industry-approved evaluation process that measures agents according to what you should expect from your real estate representative—using an independent agency that collects and evaluates feedback from real client surveys. All our agents participate in this rating system, and their ratings are available to you so that you may gain an unbiased perspective of their clients' complete transaction experiences, and evaluate potential agents with the assurance that what you're reading is accurate, and verified.

<Insert local agent testimonial from participating firm>

We are confident that the accuracy and reliability of REALTOR Ratings is unlike any other consumer rating system currently available. The system facilitates greater transparency between our brokerage, our agents and clients, allowing you to make well-researched, informed decisions about your real estate representative. It's one more step we've taken to ensure your needs are met from the day you start your search to the close of escrow – and beyond. Ask your agent for more information.

AGENT VERSION

Title: Ratings: Professional. Independent. Trusted.

Choosing your real estate representative is one of the most important decisions you can make as a home buyer or seller. You need both a reliable evaluation process and a consistent measure of comparison when making this critical choice.

I am proud to be a partner with <BROKER NAME> in the REALTOR Ratings program, an industry-approved evaluation process that measures agents according to what you should expect from your real estate representative—using an independent agency that collects and evaluates feedback from real client surveys. As a participant in this program, my ratings are available to you so that you may gain an unbiased, client's perspective of previous customer experiences, with the assurance that what you're reading is accurate, and verified.

I am confident that the accuracy and reliability of REALTOR Ratings is unlike any other consumer rating system currently available. The system facilitates greater transparency between the broker, the agent, and the client, allowing you to make well-researched, informed decisions about your real estate representative. It's one more step we've taken to ensure your needs are met from the day you start your search to the close of escrow – and beyond. Ask me for more information.