

## Learn more about REALTOR® Ratings

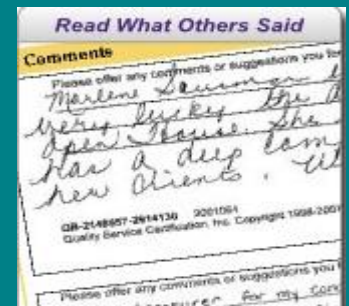
- Single, reliable resource designed by the real estate industry to measure realtors' performance based on real reviews of homebuyer and seller clients
- Uses an independent, third-party collection process to foster credibility
- Collects and evaluates feedback from customer surveys and provides insightful results about your service



**As your trusted real estate broker, we know it's critical for you to communicate your strengths as a realtor to your clients.**

## This program will allow you to:

- Gain an unbiased perspective of your clients' transaction experiences to better evaluate and market your services
- Publicize your ratings and enhance your marketability with clients and prospects via promotional tools
- Address or correct client issues or misconceptions to increase overall satisfaction



REALTOR® Ratings is a partnership with the California Association of REALTORS® to develop an industry benchmark for client service. We appreciate your participation in this program to help evaluate its effectiveness. **[\*\*BROKER NAME\*\*]** is proud to serve as your partner for real estate information services.