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Kris Jensen Named 2014 Super Real Estate Agent

The 2014 Super Real Estate Agents, compiled by Mpls. St. Paul Magazine, Twin Cities Business, and Crescendo Business Services (an Egan-based market research company), includes a total of 574 agents who have what it takes to successfully navigate the real estate market.



Nominations for the ninth annual list were gathered from recent home buyers, subscribers, mortgage and title companies, and 2014 Super Real Estate Agents before submitting to a screening process and review panel.

Agents were graded using nine criteria: communication, integrity, marketing of home, market knowledge, negotiation skills, closing preparation, customer service, finding the right home, and overall satisfaction. Negative feedback was weighed more heavily than positive and each evaluation received weights based on the survey respondent's background. Also, nominees need a valid license and clean disciplinary record.

This designation is allocated to less than 4% of all licensed real estate agents who have demonstrated exceptional ability and service. Unlike other distinctions, this is not based on sales volume - it celebrates service to clients.

The panel included more than 50 individuals - including presidents/owners of mortgage and title companies, high scorers from 2013's list, managers of real estate firms and members of the Minneapolis Board of Realtors and Western Wisconsin Board of Realtors - were part of the panel.



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A survey was sent to nearly 120,000 recent homeowners, mortgage and title companies, Mpls. St. Paul Magazine subscribers, Twin Cities Business subscribers and previously named Super Real Estate Agents asking them to nominate their 2014 Super Real Estate Agent. Using more than 550,000 pieces of data, research experts scored agents on nine criteria. They were screened for disciplinary actions against the States Department of Commerce license database and reviewed by a distinguished panel of real estate industry insiders. This designation is allocated to less than 4% of all licensed real estate agents who have demonstrated exceptional ability and service. Unlike other distinctions, this is not based on sales volume - it celebrates service to clients.

The **2014 Super Real Estate Agent** article is available in the November and December *Mpls. St. Paul Magazine*.

<http://www.mspmag.com>