

CR

Seyler

Consumer Research

Hi!

I need your help! Enclosed is a brief research questionnaire concerning your Realtor **SANDRA BUSH**. This information is being gathered by Consumer Research to help your Realtor improve the quality of real estate service. Your response is important to your Realtor and will be used to create new, improved services that you and other clients will receive during future real estate transactions from your Realtor.

Please circle the number that is most descriptive of the service you received from your Realtor and the office staff, "1" being unsatisfactory, "4" being average, and "7" being excellent. If a subject is not applicable, please leave it blank.

- | | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1. Timeliness of return phone calls | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Problems were handled | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Communication with you was | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. The knowledge of real estate was | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Attention given to your special needs | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6. Your overall impression of their service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Please check the most appropriate answer

- Do you feel that your Realtor adequately explained the real estate process and what you could expect during each phase of the process?
 - Yes
 - No
- Do you feel that your Realtor really cared about you and your real estate needs?
 - Yes
 - No
- In comparison to other Realtors you have worked with, the quality of your Realtor's service is:
 - Substantially Lower
 - Moderately Lower
 - About the same
 - Moderately Higher
 - Substantially Higher
 - Excellent
- Do you feel your Realtor earned their commission?
 - Yes
 - No
- Would you feel comfortable recommending your Realtor's services to your friends and family?
 - Yes
 - No
- If asked, would you give your Realtor the names of your friends who might be interested in buying or selling real estate?
 - Yes
 - No
- To what extent did you use the Internet for your home purchase/sale?
 - Extensively
 - Moderately
 - Infrequently
 - Never

Please answer questions on the reverse side of this form.



Buyer

8. If you used the Internet for your purchase/sale, describe your experience ONLY TO SEE THE
"SALE PRESENTATION" ON IT

9. Please answer each question openly and honestly. Feel free to write in the blank space at the bottom of the page, if needed. Thank you.

Why did you choose to work with your Realtor? I HAVE WORKED WITH HER BEFORE

When you think about your real estate experience, what stands out most in your mind? HOW QUICKLY THE SALE
WAS MADE CONSIDERING THE CONCERN OF A SLOW MARKET

What could your Realtor do to improve their service and provide a more positive real estate experience? NOTHING COMES TO MIND

What is your overall impression of your Realtor? EXCELLENT

Thank you. Your participation is greatly appreciated.
Please return this questionnaire in the enclosed business reply envelope.

Name: _____

Address: _____

WYOMISSING, PA 19610

Phone: _____

Email: _____