



## **News Release FOR IMMEDIATE RELEASE**

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### **Keller Williams Realty Ranked Highest in Customer Satisfaction Among Home Buyer and Seller Segments by J.D. Power and Associates**

AUSTIN, TEXAS (August 16, 2012) — According to the J.D. Power and Associates 2012 Home Buyer/Seller Satisfaction Study<sup>SM</sup> released yesterday, Keller Williams Realty, Inc. ranks highest in customer satisfaction in both the homebuyer and home seller segments. Keller Williams Realty, Inc. achieved the highest scores in all measured factors across both segments, receiving the highest JDPower.com Power Circle Rating<sup>SM</sup> among its competitors overall.

“We are so proud to have our associates be recognized once again for leading the industry with the influence and reputations they have in their local communities. They continually demonstrate not only their level of talent, but their commitment to serving our communities with the utmost integrity and highest level of service,” Mark Willis, CEO of Keller Williams Realty, Inc., stated. “Congratulations to all Keller Williams Realty associates. They have certainly earned this prestigious distinction.”

The fifth annual J.D. Power and Associates study measures customer satisfaction with the largest national real estate companies within the home buyer and seller segments. Scores are determined by examining three factors of the home-buying experience: agent/salesperson; office; and variety of additional services. For the home-selling segment, agent/salesperson; marketing; office; and variety of additional services are examined.

J.D. Power and Associates stated, “[The uncertain economic times] present a challenge for the real estate companies to really work closely with the customers and really hold their hand through the entire process to make them feel more comfortable in the decisions. Keller Williams has set itself apart by performing high in all the areas that are most important to customers specifically with the agent, the offices, and the services that they provide.”

“Our agents go above and beyond to help their clients at one of the most personal times in their lives – when they are buying or selling a home. We are incredibly honored and humbled that our associates have been recognized yet again for their incredible levels of service,” says Mary Tennant, President of Keller Williams Realty, Inc.

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*Disclaimer: Keller Williams received the highest numerical score among full service real estate firms for home buyers and home sellers in the proprietary J.D. Power and Associates 2012 Home Buyer/Seller Study<sup>SM</sup>. Study based on 2,994 total evaluations measuring five firms and measures opinions of individuals who bought or sold a home between March 2011 and April 2012. Proprietary study results are based on experiences and perceptions of consumers surveyed March-May 2012. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)*

**About Keller Williams Realty, Inc.:**

*Founded in 1983, Keller Williams Realty, Inc. is the second-largest real estate franchise operation in the United States, with 675 offices and almost 77,000 associates across the globe. The company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information, or to search for homes for sale, visit Keller Williams Realty online at ([www.kw.com](http://www.kw.com)). Information about Keller Williams Realty's international expansion can be found at ([www.kwworldwide.com](http://www.kwworldwide.com)).*