

News Release

FOR IMMEDIATE RELEASE

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Top Real Estate Firms in North America Recognized *Offices and Companies Named for Best Service*

The **2009 Q_E Award** recognizes the top real estate companies and top real estate offices in service quality and customer satisfaction. Quality Service Certification, Inc. and Leading Research Corporation of San Juan Capistrano, CA have identified 10 leading companies and 10 leading individual offices in North America that, according to consumers, deliver the best service quality and customer satisfaction.

“The Q_ETM Award is based upon feedback from 200,000 consumer surveys of more than 500 participating companies and their 25,000 real estate agents,” stated Larry D. Romito, CEO of Quality Service Certification, Inc. (QSC).

“For an industry that continues to define excellence in terms of millions of dollars of sales, we are interested in recognizing excellence based upon superior customer satisfaction and measurably superior service quality – a standard consumers prefer as well,” stated Larry D. Romito, CEO of Quality Service Certification, Inc. (QSC)

“Our commitment and enthusiasm for measuring our customer satisfaction and for continuously improving our service quality grows every day”, states Bob Bowes, Broker/Owner, Bowes Pennell & Thompson, GMAC, Arlington, MA. “Our clients really see a difference and our agents love the measured results. Adopting a formal process has significantly changed the way we deliver services. Our market share has grown exponentially and we are a much better company. Higher standards of service and greater professional accountability help our agents to maintain a positive attitude and it is a major point of differentiation from our competition. When your clients are totally satisfied, they let you know and they tell others, too. It does not get any better,” Bowes concludes.

The picture is clear - consumers want performance transparency, higher accountability and independently validated service quality and customer satisfaction information in finding and selecting a real estate service professional. Prospective customers also like to see comments from actual past customer experiences. All of this is now available to consumers who visit www.QualityService.org .

“In a world where every company claims to give good service, at Tomie Raines, Inc. we can prove it. Our agents can meaningfully differentiate themselves based upon the proven service they provide and their willingness not only to be graded but to have those grades posted on both ours and the QSC national web site,” adds Debbie Barnett, President and Owner of Tomie Raines, Inc., East Lansing, MI

Consumers can find real estate agents and view their independently validated service and customer satisfaction assessment at www.QualityService.org. Participating agents and companies voluntarily elect to have every closed transaction evaluated without the ability to influence, control or invalidate results through an independent survey process administered by Quality Service Certification (QSC).

Top Ten Offices in Customer Satisfaction and Service in North America

1010 Massachusetts Avenue

121 East Union Street

523 Vrain Lane

14606 Osage Ct.

Gresham Branch

Newberg Branch

Lutz/Land O'Lakes

1647 Court Street

Gold Coast/Magnificent Mile

Jackson

Bowes Pennell & Thompson GMAC, MA

Carolina Property GMAC Real Estate, NC

First Colorado GMAC, CO

Infinity Real Estate Services, Inc., Co

Prudential Northwest Properties, OR

Prudential Northwest Properties, OR

Prudential Tropical, FL

Real Estate Professionals GMAC, CA

Rubloff Residential Properties, IL

Town and Country Realtors, Inc., TN

2009 Q_E Award recipients (Top Ten Offices) are listed in alphabetical order by company name

“We are honored to receive this prestigious award. A part of our mission statement is to establish lifelong relationships with our clients. An integral part of that relationship is delivering a quality service experience. The feedback we receive from QSC is the foundation for our value proposition. We have experienced increased market share as clients put their trust in our company because of our high customer satisfaction rating.”

Michael Watts, Managing Partner, Carolina Property GMAC Real Estate, Morganton, NC

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The **Q_E** Award

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“*The Quie*”— *Quality Excellence* award recognizes the **Top 10 Companies and the Top 10 Offices** in North America in delivering the highest levels of service quality and customer satisfaction.

The 2009 **Q_E Award** is based upon the results of an independent survey of every closed transaction for participating real estate agents from January 1, 2008 through June 30, 2009. The survey process is administered by Quality Service Certification, Inc., and Leading Research Corporation, San Juan Capistrano, CA. Surveys provide feedback on both the assessment of overall satisfaction and the satisfaction with key details of service. The **Q_E Award** is based upon the aggregated overall Customer Satisfaction Rating of all returned surveys. Consumers can review agents’ independently validated overall Customer Satisfaction Rating by visiting www.QualityService.org.

Eligibility for the **Q_E Award** requires a minimum number of surveys sent and returned which may be adjusted from year to year based upon market conditions and the number of participants. More than 25,000 real estate agents and 500 companies participated in the customer satisfaction assessment survey process.

Quality Service Certification, Inc. created this award to foster, encourage and recognize the highest levels of service quality and customer satisfaction. QSC partners with Leading Research Corporation in the careful measurement and independent validation of service and satisfaction results.

“With rare exception the standards of excellence that have been adopted by companies and real estate associations focus solely on sales and production. We believe that the higher standard for gauging excellence in professional services should be measurably and objectively assessing how well each customer is served not just how much business is done,” states Larry D. Romito, CEO, Quality Service Certification, Inc.

“At a time when consumer interest in performance transparency and greater accountability are very high, these companies and service professionals are setting the standard for excellence,” Romito added.

QSC provides specialized training focusing on key elements of superior service delivery, requires Quality Service Certified® professionals to offer consumers a written guarantee of service and offers a world-class, web-based technology (Q Reports™ system) to provide real time customer feedback and service quality assessment to help professionals and companies measurably improve service quality. And the real beneficiary of all of this is the consumer – better service, better results, and greater satisfaction.

Independently validated Customer Satisfaction Ratings of service professionals can be found at www.QualityService.org.