

HOME SELLER RATINGS

2010 Real Estate Broker Satisfaction - Home Sellers

Award Recipient

Prudential



AWARD COURTESY OF
J.D. POWER
AND ASSOCIATES

Company	Ratings Factors				
	Overall Satisfaction	Agent/Salesperson	Variety of Additional Services	Real Estate Company Office	Real Estate Company Marketing
Sort: ▼	▼	▼	▼	▼	▼
Prudential Award Recipient	●●●●●	●●●●●	●●●●○	●●●●○	●●●●●
Keller Williams	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
RE/MAX	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○
Coldwell Banker	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○
Century 21	●●●●○	●●●●○	●●●●●	●●●●○	●●●●○

Scoring Legend

●●●●● Among the best ●●●●○ Better than most ●●●●○ About average ●●●●○ The rest

Please note that J.D. Power Consumer Center Ratings may not include all information used to determine J.D. Power and Associates awards.

RATING FACTORS:

- **Overall Satisfaction:** This score is based on how customers rate their real estate company overall.
- **Agent / Salesperson:** This score is based on how customers rate the professionalism, timeliness of returning calls and emails, skills in negotiating, assistance with determining fair market value, concern for your needs, effectiveness of screening for potential buyers, and knowledge of technology tools to market your home of their real estate agent.
- **Variety of Additional Services:** This score is based on how customers rate the variety of additional services offered by their real estate company.
- **Real Estate Company Office:** This score is based on how customers rate the appearance of the office, courtesy of office staff, responsiveness to questions, and cleanliness of the office of their real estate company's office.
- **Real Estate Company Marketing:** This score is based on how customers rate the online marketing, hosting of open house, and print and outdoor marketing of their real estate company.

Source: <http://www.jdpower.com/homes/ratings/home-seller-ratings>

Prudential Real Estate Affiliates, Inc. received the highest numerical score among full service real estate firms for home sellers in the proprietary J.D. Power and Associates 2010 Home Buyer/Seller StudySM. Study based on 3,096 total evaluations measuring 5 firms and measures opinions of individuals who sold a home between March 2009 and April 2010. Proprietary study results are based on experiences and perceptions of consumers surveyed March-May 2010. Your experiences may vary. Visit jdpower.com.