



Hi!

I need your help! Enclosed is a brief research questionnaire concerning your Realtor® Rosie Thomas. This information is being gathered by Consumer Research to help Rosie improve the quality of their real estate services. The information you supply will be held in total confidence, and you will remain anonymous. Your response is important to Rosie and will be used to create new, improved services that you and other clients will receive during future real estate transactions with Rosie Thomas.

Please circle the number that is most descriptive of the service you received from Rosie and her 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 demonstrated..... | 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 Rosie's real estate service..... | 1 2 3 4 5 6 7 |

Please check the most appropriate answer

1. Do you feel that Rosie adequately explained the real estate process and what you could expect during each phase of the process?

Yes No

2. Do you feel that Rosie really cared about you and your real estate needs?

Yes No

3. In comparison to other Realtors® you have worked with, the quality of Rosie's real estate service is:

- | | | | |
|------------------------|--------------------------|-------------------------|--------------------------|
| A. Substantially lower | <input type="checkbox"/> | D. Moderately higher | <input type="checkbox"/> |
| B. Moderately lower | <input type="checkbox"/> | E. Substantially higher | <input type="checkbox"/> |
| C. About the same | <input type="checkbox"/> | F. Excellent | <input type="checkbox"/> |

4. Do you feel Rosie earned their commission?

Yes No

5. Would you feel comfortable recommending Rosie's services to your friends and family?

Yes No

6. If asked, would you give Rosie's the names of your friends who might be interested in buying or selling real estate?

Yes No

Please answer each question openly and honestly. Remember that all responses are held anonymous. Feel free to write on the back of the page. Thank you.

Why did you choose to work with Rosie? _____

When you think about your real estate experience, what stands out most in your mind?

What could Rosie do to improve their service and provide a more positive real estate experience? _____

What is your overall impression of Rosie? _____

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