

LEADING RESEARCH CORPORATION

Quality Service Assurance Survey™ - Buyer Assessment of GMAC Premier Service®

Jane and Bill Smith
123 Main Street
Glendale, CA 91203

January 1, 2004

Dear Jane and Bill Smith:

A few weeks ago you completed the purchase of your property. On behalf of your real estate agent and broker, Leading Research Corporation is conducting a survey to assess your level of satisfaction with the service delivered. This survey is a very important part of the complete service process that was promised to you.

By completing and returning the attached survey, you will be providing valuable feedback about your agent. With input from you and other buyers, agents are better able to evaluate and improve their service.

Please complete the brief survey and return in the postage paid envelope. We thank you for your participation in this very important survey process.

Sincerely,



Raymond M. Chaplain
Chairman

ID# New Premier Service Buyer NPSB

Agent(s): Bob Stevens

Please fill in the circle of the appropriate response OR Complete this survey on-line at www.LeadingResearch.com

- 1. Did your sales associate explain the benefits of Premier Service®? Yes No
- 2. Did your sales associate offer you the Premier Service Guarantee? Yes No
- 3. Did your sales associate provide a written and detailed competitive or comparable market analysis prior to you making an offer? (If practical under market conditions) Yes No
- 4. Did your sales associate contact you after the closing? Yes No

5 VERY SATISFIED

4 SATISFIED

3 NEUTRAL

2 DISSATISFIED

1 VERY DISSATISFIED

How satisfied were you with...

- 5. ... the counsel, advice and needs assessment provided by your sales associate? ▲ ▶ ◀ ☐ □
- 6. ... the thoroughness of the search process to find a property that met your needs? ▲ ▶ ◀ ☐ □
- 7. ... the availability of your sales associate? ▲ ▶ ◀ ☐ □
- 8. ... your sales associate's knowledge of the area, community, and properties? ▲ ▶ ◀ ☐ □
- 9. ... the assistance your sales associate provided in negotiating the price and terms of the purchase? ▲ ▶ ◀ ☐ □
- 10. ... the quality and frequency of communication provided by your sales associate? ▲ ▶ ◀ ☐ □
- 11. ... your sales associate's attention to details and assistance from contract to closing? ▲ ▶ ◀ ☐ □
- 12. What was your overall satisfaction with the results and service provided by your sales associate? ▲ ▶ ◀ ☐ □

5 VERY LIKELY

4 LIKELY

3 NEUTRAL

2 UNLIKELY

1 VERY UNLIKELY

- 13. Given the need to purchase property in the same market area, how likely would you be to use the same sales associate to assist you? ▲ ▶ ◀ ☐ □
- 14. Given the need to purchase property in the same market area, how likely would you be to use the same real estate company to assist you? ▲ ▶ ◀ ☐ □
- 15. Given the opportunity, how likely would you be to recommend the services of your sales associate to a friend, neighbor or relative? ▲ ▶ ◀ ☐ □
- 16. Given the opportunity, how likely would you be to recommend the services of the real estate company to a friend, neighbor or relative? ▲ ▶ ◀ ☐ □

17. What was your PRIMARY reason for selecting your sales associate? (Select the one most influential factor)

- | | | |
|---|--|--|
| <input type="radio"/> Referred by a Friend | <input type="radio"/> Walk-in/Open House | <input type="radio"/> Premier Service® |
| <input type="radio"/> Satisfied Past Customer | <input type="radio"/> Advertising | <input type="radio"/> Yard Signs in the Area |
| <input type="radio"/> Knew Sales Associate Personally | <input type="radio"/> The Internet | <input type="radio"/> Sales Associate's Presentation |
| <input type="radio"/> Company Name/Reputation | <input type="radio"/> Other (please specify _____) | |

Please offer any comments or suggestions you feel appropriate:

LEADING RESEARCH CORPORATION

Quality Service Assurance Survey™ - Seller Assessment of GMAC Premier Service®

Jane and Bill Smith
123 Main Street
Glendale, CA 91203

January 1, 2004

Dear Jane and Bill Smith:

A few weeks ago you completed the sale of your property. On behalf of your real estate agent and broker, Leading Research Corporation is conducting a survey to assess your level of satisfaction with the service delivered. This survey is a very important part of the complete service process that was promised to you.

By completing and returning the attached survey, you will be providing valuable feedback about your agent. With input from you and other sellers, agents are better able to evaluate and improve their service.

Please complete the brief survey and return in the postage paid envelope. We thank you for your participation in this very important survey process.

Sincerely,



Raymond M. Chaplain
Chairman

ID# New Premier Service Survey NPSS
Agent(s): Bob Stevens

Please fill in the circle of the appropriate response OR Complete this survey on-line at www.LeadingResearch.com

1. Did your sales associate offer you the Premier Service Guarantee? Yes No
2. Did your sales associate contact you after the closing? Yes No
3. How long did you expect your property to be on the market before it was sold?
 <30 days 31-60 days 61-90 days 91-120 days 121-180 days 180 days and more
4. How long was your property marketed by your sales associate and broker before you accepted an offer?
 <30days 31-60 days 61-90 days 91-120 days 121-180 days 180 days and more

5 *VERY SATISFIED* 4 *SATISFIED* 3 *NEUTRAL* 2 *DISSATISFIED* 1 *VERY DISSATISFIED*

How satisfied were you with...

5. ... the advice/counsel offered by your sales associate? ▲ ▶ ◀ ☐ □
6. ... the marketing plan developed and implemented for the sale of your property? ▲ ▶ ◀ ☐ □
7. ... the price and terms of the sale? ▲ ▶ ◀ ☐ □
8. ... the assistance your sales associate provided in negotiating the price/terms of sale? ▲ ▶ ◀ ☐ □
9. ... the quality and frequency of communication provided by your sales associate? ▲ ▶ ◀ ☐ □
10. ... your sales associate's attention to details and assistance from contract to closing? ▲ ▶ ◀ ☐ □
11. ... the overall service value offered by GMAC Real Estate? ▲ ▶ ◀ ☐ □
12. What was your overall satisfaction with the results and service provided by your sales associate? ▲ ▶ ◀ ☐ □

5 *VERY LIKELY* 4 *LIKELY* 3 *NEUTRAL* 2 *UNLIKELY* 1 *VERY UNLIKELY*

13. Given the need to sell property in the same market area, how likely would you be to use the same sales associate to assist you? ▲ ▶ ◀ ☐ □
14. Given the need to sell property in the same market area, how likely would you be to use the same real estate company to assist you? ▲ ▶ ◀ ☐ □
15. Given the opportunity, how likely would you be to recommend the services of your sales associate to a friend, neighbor or relative? ▲ ▶ ◀ ☐ □
16. Given the opportunity, how likely would you be to recommend the services of the real estate company to a friend, neighbor or relative? ▲ ▶ ◀ ☐ □
17. What was your PRIMARY reason for selecting your sales associate? (Select the one most influential factor)

- | | | |
|---|--|--|
| <input type="radio"/> Referred by a Friend | <input type="radio"/> Walk-in/Open House | <input type="radio"/> Premier Service® |
| <input type="radio"/> Satisfied Past Customer | <input type="radio"/> Advertising | <input type="radio"/> Yard Signs in the Area |
| <input type="radio"/> Knew Sales Associate Personally | <input type="radio"/> The Internet | <input type="radio"/> Sales Associate's Presentation |
| <input type="radio"/> Company Name/Reputation | <input type="radio"/> Other (please specify _____) | |

Please offer any comments or suggestions you feel appropriate:
