

Quality Service Assurance Survey[®] - Buyer

Leading Research Corporation

Barbara Buyer
987 Main Street
Fountain Valley, CA 92708

January 1, 2002

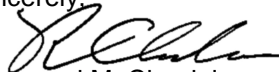
Dear Barbara:

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 home 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# B-2345-8765
Agent: Joe Agent

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

- | | YES | NO |
|---|-------------------------|-------------------------|
| 1. Did your sales associate offer you the Quality Service Guarantee? | <input type="radio"/> Y | <input type="radio"/> N |
| 2. 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) | <input type="radio"/> Y | <input type="radio"/> N |
| 3. Did your sales associate contact you after the closing? | <input type="radio"/> Y | <input type="radio"/> N |

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

How satisfied were you with...

- | | | | | | |
|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 4. ... the counseling and needs assessment provided by your sales associate? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 5. ... the thoroughness of the search process to find a home that met your needs? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 6. ... the availability of your sales associate? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 7. ... your sales associate's knowledge of the area, community, and properties? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 8. ... the assistance your sales associate provided in negotiating the price and terms of the purchase? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 9. ... the quality and frequency of communication provided by your sales associate? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 10. ... your sales associate's attention to details and assistance from contract to closing? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 11. What was your overall satisfaction with the results and service provided by your sales associate? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |

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

- | | | | | | |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 12. Given the need to purchase a home in the same market area, how likely would you be to use the same sales associate to assist you? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 13. Given the need to purchase a home in the same market area, how likely would you be to use the same real estate company to assist you? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 14. Given the opportunity, how likely would you be to recommend the services of your sales associate to a friend, neighbor or relative? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 15. Given the opportunity, how likely would you be to recommend the services of the real estate company to a friend, neighbor or relative? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |

16. 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"/> Marketing Programs/Plan |
| <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 _____) | |

17. Please offer any comments or suggestions you feel appropriate:
