

# LEADING RESEARCH CORPORATION

## Customer Satisfaction Survey - Seller

Sally Seller  
123 North Street  
Suite #220  
Pleasanton, CA 94588

January 1, 2002

Dear Sally:

This Customer Satisfaction Survey is being delivered on behalf of GMAC Real Estate with regard to your recent home sale.

GMAC Real Estate is intent upon building its reputation as the premier service provider in the real estate industry. And because they care about the quality of service provided to each and every customer, your opinion matters.

Achieving the goal of delivering the finest service in the real estate industry requires that customer satisfaction be evaluated on an on-going basis. In this way service can be continually refined and improved. GMAC Premier Service was created to ensure that the service delivered meets your personal needs and expectations.

Please help us evaluate the service you received by taking a few minutes to complete this brief Customer Satisfaction Survey. It is important for GMAC Real Estate to learn if Premier Service measured up to your expectations and what can be done to improve the quality of service in the future.

Thank you for choosing GMAC Real Estate. Your business is important to us and so is your feedback.

Sincerely,



Raymond M. Chaplain  
Chairman

ID# **GS-2345-56789**  
Agent: Gina Agent

**Please fill in the circle of the appropriate response with regard to your recent home sale.**

- |  | YES                                | NO                      |
|--|------------------------------------|-------------------------|
| 1. Did you find the Premier Service Program offered by your GMAC sales associate valuable? | <input checked="" type="radio"/> Y | <input type="radio"/> N |
| 2. Did your sales associate contact you after the closing?                                 | <input checked="" type="radio"/> Y | <input type="radio"/> N |

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

**How satisfied were you with...**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 3. ... the quality and frequency of communication provided by your sales associate?                     | 5 | 4 | 3 | 2 | 1 |
| 4. ... the advice/counsel offered by your sales associate?  | 5 | 4 | 3 | 2 | 1 |
| 5. ... the assistance your sales associate provided in negotiating the price and terms of the contract? | 5 | 4 | 3 | 2 | 1 |
| 6. ... your sales associate's attention to details and assistance from contract through closing?        | 5 | 4 | 3 | 2 | 1 |
| 7. ... the overall results and service provided by your sales associate?                                | 5 | 4 | 3 | 2 | 1 |
| 8. ... the overall service value offered by GMAC Real Estate?   | 5 | 4 | 3 | 2 | 1 |

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

- |   |  |  |   |   |   |
|---|--|--|---|---|---|
| 9. Given the need to buy or sell a home in the same market area, how likely would you be to use GMAC Real Estate to assist you?               | 5  | 4  | 3 | 2 | 1 |
| 10. Given the need to buy or sell a home in the same market area, how likely would you be to use the same GMAC sales associate to assist you? | 5  | 4  | 3 | 2 | 1 |
| 11. How likely would you be to recommend the services of GMAC Real Estate to a friend?  | 5  | 4  | 3 | 2 | 1 |
| 12. What was your <b>primary</b> reason for selecting your sales associate? (Select the <u>one</u> 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 _____) |  |   |   |   |

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

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Thank you for taking the time to complete this survey. Your feedback will help GMAC Real Estate better serve you and others in the future.