

For Immediate Release

Colorado Association of Realtors® Introduces Quality Service Initiative

DENVER, March 9, 2010 /PR Media/NewsWire/ -- Home buyers and sellers as well as licensed real estate professionals of the Colorado Association of Realtors® (CAR) will benefit as a result of the QSC Quality Service Certification® program being launched by CAR.

“Our goal is to offer each of our 23,000 licensed real estate professionals access to an optional suite of resources to enhance service delivery skills and to help bring greater assurance of consistent, reliable and accountable service to their real estate clients,” said Robert E. Golden, Chief Executive Officer, Colorado Association of Realtors®.

According to Larry McGee, Chairman of the CAR professional development task force, “Most dedicated real estate professionals know how to provide good service, but even the best may not deliver every aspect of service with every client on each transaction. The Quality Service Certification program brings a real standard of service, an organized service delivery process, the offer of a written service guarantee, an independent quality measurement and customer feedback system and higher accountability that results in more consistent service and an improved value proposition for consumers.”

“In today’s business environment real estate professionals want access to the best tools, resources and technology to help them deliver their very best service. Consumers want to make better, more informed decisions in finding and selecting the real estate professional to represent them. QSC offers resources and technology to meet these needs of consumers and real estate professionals,” McGee adds.

Independently validated service results, data and unfiltered actual past customer comments will be available to consumers at an independent website, www.QualityService.org, providing consumers with a unique source of valuable information.

“Our mission is to help consumers find and select the best professional service providers while helping service professionals deliver their best service. Business is not always won by the best provider, too often it goes to the better promise maker,” states Larry D. Romito, CEO of Quality Service Certification, Inc. “In analyzing data from more than 2,000,000 customer satisfaction surveys, Quality Service Certified® real estate professionals who adopt higher standards of service, consistently measure their service quality and customer satisfaction and publish their independently validated results, enjoy over 50% more very satisfied clients and a two-thirds reduction in dissatisfied and very dissatisfied clients than their fellow professionals.

The results of an independently administered service quality and customer satisfaction survey are tabulated in the form of both an overall Customer Satisfaction Rating and tabulations of customer satisfaction in distinct key areas of service important to buyers and sellers. To insure the integrity of the process every closed transaction is surveyed and only consumers who participated in a closed transaction participate in the survey process.

The Colorado Association of Realtors® with its 23,000 members is a leading force in the real estate industry in advocating consumer interests and in fostering the highest standards of professionalism.

Quality Service Certification, Inc. with headquarters in San Juan Capistrano, CA is the premier resource for training, systems, technology and performance assessment in the real estate brokerage and mortgage origination industries.

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