

**Date:** 29-Sep-2016

**Agent:** Rhonda Holland

\* **Satisfaction:** 88%

**Seller:** Bobby and Michelle Midkiff

\* **Recommendation:** 100%

**Property:** 11028 Symington Circle

\* **Performance:** 96%

### Demographics

Question	Answer
Gender	Male
Age Group	45-59 years

### Marketing Source

<input type="checkbox"/> Not Selected	<input checked="" type="checkbox"/> Selected
<hr style="border: 1px solid red;"/> Yard Sign Agency/Office/Agent website Other property website/portal Advertisement in local paper Advertisement/classifieds in major paper Local property magazine Radio/Outdoor/TV Advertising Social Media (Facebook/Twitter etc.) Personalized Direct Mail / Flyer Saw the local office Internet Search (eg Google/Bing etc) Yellow Pages or other Directory Referred by a friend/relative or business associate Previously dealt with Agent/Office Other	<hr style="border: 1px solid green;"/> Agent/Office contacted you

### The Sale : Information

Question	Answer
Did you purchase another property prior to this Sale?	No
How was the client's property sold?	For Sale
Did the Seller consider other agencies when selecting your Brokerage?	Yes
How long did it take for the client to sell the property?	Longer than twelve weeks

### Appraisal : Factor of Influence

Question	Answer	Level
Sales Record in the area	Not Important	<span style="color: red;">■ ■ ■ ■</span>
Understanding of our needs and requirements	A Consideration	<span style="color: red;">■ ■ ■ ■</span> <span style="color: orange;">■ ■ ■ ■</span>
Broker Commission	Not Important	<span style="color: red;">■ ■ ■ ■</span>




Question	Answer	Level
Properly estimating the sale price of your home	Important	
Local Knowledge	Important	
Suggested Marketing Plan for property	Important	
Recommendation from friend/relative	Not Important	
Had dealt with Agent/Broker previously	Not Important	

## The Sale : Satisfaction Ratings


Question	Answer	Level
* Sales Campaign Planning	Good	
* Sales Campaign Delivery	Good	
* Print Advertising	Not Applicable	
* Online Advertising	Excellent	
* Other Advertising	Good	
* Yard Sign	Good	
* Inspections/Open Houses	Excellent	
* Negotiations with prospective buyers	Excellent	
* Value for Money	Excellent	
* Sales Result	Excellent	
* The exchange of contracts	Excellent	
* The Closing	Excellent	
* The handling of deposit money/escrow	Satisfactory	

## The Agent : Performance Ratings


Question	Answer	Level
* Polite	Excellent	
* Understanding	Excellent	
* Friendly	Excellent	
* Patient	Excellent	
* Knowledgeable	Good	
* Helpful	Excellent	
* Trustworthy	Excellent	
* Professional	Excellent	
* Timely communications	Excellent	
* Clear communications	Good	

Question	Answer	Level
* Accessible	Excellent	
* Respectful	Excellent	
* Approachable	Excellent	





## Other Broker Staff : Performance

Question	Answer	Level
Performance of other Broker staff	Not Applicable	

## Overall Satisfaction

Question	Answer	Level
* Overall satisfaction regarding the Sale	Excellent	

## Recommendation

Question	Answer	Level
Would use Broker's services again	Strongly Agree	
Would use Agent's services again	Strongly Agree	
Would recommend Broker to family and friends	Strongly Agree	
* Would recommend Agent to family and friends	Strongly Agree	

## Testimonial

Question	Answer
Would you like to provide a testimonial for Agent	Yes
Customer Testimonial	On many occasions Rhonda went well beyond our expectations of her responsibilities of selling our home. During the process of selling our home, Rhonda kept us well informed of situations as they arose and was always a phone call away. Even though we lived in Virginia during the entire process, Rhonda made difficult situations seamless. We truly appreciate everything Rhonda was able to do for us. Thank you Rhonda, you represented us well.
Testimonial Name and Suburb	Skip and Michelle Midkiff, Fredericksburg, Virginia