

**Date:** 3-Nov-2019

**Agent:** Rhonda Holland

\* **Satisfaction:** 79%

**Seller:** Karl & Pam Bergklint

\* **Recommendation:** 100%

**Property:** 3223 Popla Flat Rd

\* **Performance:** 92%

### Demographics

Question	Answer
Gender	Male
Age Group	60+ years




### Marketing Source






<input type="checkbox"/> Not Selected	<input checked="" type="checkbox"/> Selected
<ul style="list-style-type: none"> <li>Yard Sign</li> <li>Agency/Office/Agent website</li> <li>Other property website/portal</li> <li>Advertisement in local paper</li> <li>Advertisement/classifieds in major paper</li> <li>Local property magazine</li> <li>Radio/Outdoor/TV Advertising</li> <li>Social Media (Facebook/Twitter etc.)</li> <li>Personalized Direct Mail / Flyer</li> <li>Saw the local office</li> <li>Internet Search (eg Google/Bing etc)</li> <li>Yellow Pages or other Directory</li> <li>Referred by a friend/relative or business associate</li> <li>Agent/Office contacted you</li> <li>Other</li> </ul>	<ul style="list-style-type: none"> <li>Previously dealt with Agent/Office</li> </ul>

### 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?	No
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	A Consideration	
Understanding of our needs and requirements	Critical	
Broker Commission	A Consideration	

Question	Answer	Level
Properly estimating the sale price of your home	Not Important	
Local Knowledge	Not Important	
Suggested Marketing Plan for property	Critical	
Recommendation from friend/relative	Not Important	
Had dealt with Agent/Broker previously	Critical	
Comments regarding the Appraisal and Appointment	In retrospect, I wish that Rhonda had known more about the specific area (Bardstown) as I believe that would have helped sell the property faster. I think the Bardstown realtors consider Louisville realtors as outsiders and that is a negative. However, Rhonda came up with creative ideas to get the home sold and we appreciate that!	

## The Sale : Satisfaction Ratings

Question	Answer	Level
* Sales Campaign Planning	Excellent	
* Sales Campaign Delivery	Good	
* Print Advertising	Poor	
* Online Advertising	Good	
* Other Advertising	Good	
* Yard Sign	Good	
* Inspections/Open Houses	Excellent	
* Negotiations with prospective buyers	Good	
* Value for Money	Good	
* Sales Result	Excellent	
* The exchange of contracts	Good	
* The Closing	Excellent	
* The handling of deposit money/escrow	Excellent	

## The Agent : Performance Ratings

Question	Answer	Level
* Polite	Satisfactory	
* Understanding	Excellent	
* Friendly	Excellent	
* Patient	Excellent	
* Knowledgeable	Excellent	
* Helpful	Excellent	
* Trustworthy	Excellent	

Question	Answer	Level
* Professional	Excellent	
* Timely communications	Excellent	
* Clear communications	Good	
* Accessible	Excellent	
* Respectful	Good	
* 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	Good	
Overall Satisfaction Comments	This was an unusual situation as the house was outside of Louisville.	

## Recommendation

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

## Satisfied Seller

Question	Answer
Improvement Comments	No

## Testimonial

Question	Answer
Would you like to provide a testimonial for Agent	Yes
Customer Testimonial	Rhonda Holland went "above and beyond the call of duty" to sell this house. She and her team worked tirelessly to come up with creative marketing ideas to get the message out about the property and to present it in the most positive way possible. We have used her services before and will use them again!
Testimonial Name and Suburb	Karl and Pam Bergklint, Louisville, KY