

**Date:** 27-Aug-2017

**Agent:** Rhonda Holland

\* **Satisfaction:** 100%

**Buyer:** Melody and Dave Sargent

\* **Recommendation:** 100%

**Property:** 2211 Carabiner Way

\* **Performance:** 100%

### Demographics

Question	Answer
Gender	Female
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>Previously dealt with Agent/Office</li> </ul>	<ul style="list-style-type: none"> <li>Agent/Office contacted you</li> <li>Other (Realtor.com)</li> </ul>

### Competitive Selection

Question	Answer
Did you consider other brokers?	Yes

### Appraisal : Factor of Influence

Question	Answer	Level
Understanding of your needs and requirements	Critical	
Broker Commission	A Consideration	
Local Knowledge	Critical	
Recommendation from friend/relative	Critical	
Had dealt with Agent/Broker previously	Not Important	

Comments regarding Agent Selection	I was working with another local broker when I met Rhonda. The previous broker knew I was a retired agent and simply waited for me to pick something for him to show. Rhonda worked diligently to ascertain our needs and find us an appropriate house.
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## Your Purchase : Satisfaction

Question	Answer	Level
* Inspections/Open Houses	Excellent	
* Local Knowledge of area, communities and properties	Excellent	
* Negotiating the price and terms of the purchase	Excellent	
* The exchange of contracts and closing	Excellent	
* The handling of deposit money/escrow	Excellent	
* Attention to detail	Excellent	
Comments regarding the Agent	Rhonda had to deal with the seller on our purchase as the property was "listed" with a flat fee (lazy) broker who did nothing. She handled this transaction with grace and expertise plus a large slice of patience. It takes a lot to impress me, having represented thousands in my 32-year career as a professional Realtor and Rhonda Holland was most impressive.	


## The Agent : Performance Ratings

Question	Answer	Level
* Polite	Excellent	
* Understanding	Excellent	
* Friendly	Excellent	
* Patient	Excellent	
* Knowledgeable	Excellent	
* Helpful	Excellent	
* Trustworthy	Excellent	
* Professional	Excellent	
* Timely communications	Excellent	
* Clear communications	Excellent	
* Accessible	Excellent	
* Respectful	Excellent	
* Approachable	Excellent	
Comments regarding the Agent	Rhonda Holland was a true professional in all ways but she was more than that. We are sort of new to the area and she was always pointing out areas of interest and ideas for everything from cleaning crews to great restaurants. This agent should be at an 80% split, Now!!! Seriously, I have 32 years in this business and some sharp broker is going to snap up this superior agent if you don't show her the respect and split such an exemplary professional deserves!!	





## Other Broker Staff : Performance

Question	Answer	Level
Performance of other Broker staff	Not Applicable	
Comments regarding other Broker staff	If Rhonda is an example of Semonin Realtors Louisville, I am impressed and that's not easy.	

## Overall Satisfaction

Question	Answer	Level
* Overall satisfaction regarding the Purchase	Excellent	
Overall Satisfaction Comments	With more than three decades of experience in real estate, not much surprises me but that was before Rhonda Holland. She is the reason we are still in Louisville. We were headed to Cincinnati (I grew up there) when we found Rhonda. We would now be living in Cincinnati except for the diligence and personal warmth of Rhonda. She really worked to find what we were looking for, never assumed I already knew what to do or what the local documents actually said. Rhonda is an example of a Superior agent with interpersonal skills, wonderful intuition, willingness to work with even a difficult seller and an all around impressive person.	

## 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	Strongly Agree	
* Would recommend Agent to family and friends	Strongly Agree	

## Satisfied Buyer

Question	Answer
Improvement Comments	Rather hard to improve on perfection.

## Testimonial

Question	Answer
Would you like to provide a testimonial for Agent	Yes

Question	Answer
Customer Testimonial	<p>As a retired agent with over thirty years as a professional Realtor, it takes a lot to impress me and that is exactly what Rhonda Holland did. She is a skillful negotiator, deeply intuitive, hard working, easy to communicate with and the personification of a superior Realtor. She worked hard to find us a house which was not easy as we had rather specific needs and she was always calling just to check if we needed anything, had seen anything we wanted more information on or just to chat for a minute. In the computer age, the current agents tend to rely on their computers to "touch bases" with their clients and while that is an advantage it has its limits. Nothing will ever replace a quick phone call and Rhonda always called to follow-up. Whenever we went to see a house she would present me with a folder containing the listing in full and an RPR for a quick scan of the neighborhood. There are not enough superlatives to adequately express my admiration and sincere thanks to Rhonda Holland. Why this company doesn't have this person in a top management position is beyond me. Rhonda Holland, in my opinion, is a Realtor you only find in your dreams! Promote Today! I loved working with Rhonda and will do it again to sell my rental. Thank You, dearest Rhonda, you totally Rock!!</p>
Testimonial Name and Suburb	Melody Sargent, Louisville, Kentucky