

**Quality Service Assurance Survey<sup>®</sup> - Seller  
Leading Research Corporation**

Sally Seller  
123 North Street  
Apt #10N  
Pleasanton, CA 94588

January 1, 2002

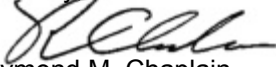
Dear Sally:

A few weeks ago you completed the sale of your property. On behalf of your real estate agent and broker, Leading Research Corporation is conducting a survey to assess your level of satisfaction with the service delivered. This survey is a very important part of the complete service process that was promised to you.

By completing and returning the attached survey, you will be providing valuable feedback about your agent. With input from you and other home sellers, agents are better able to evaluate and improve their service.

*Please complete the brief survey and return in the postage paid envelope.* We thank you for your participation in this very important survey process.

Sincerely,



Raymond M. Chaplain  
Chairman

ID# S-1234-9876  
Agent: Jane Agent

**Please fill in the circle of the appropriate response OR Complete this survey on-line at [www.LeadingResearch.com](http://www.LeadingResearch.com)**

- |  | YES                     | NO                      |                       |                       |                       |                   |                       |                       |                       |                       |                       |                       |  |  |
|--|-------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--|--|
| 1. Did your sales associate offer you the Quality Service Guarantee?   | <input type="radio"/> Y | <input type="radio"/> N |                       |                       |                       |                   |                       |                       |                       |                       |                       |                       |  |  |
| 2. Did your sales associate contact you after the closing?   | <input type="radio"/> Y | <input type="radio"/> N |                       |                       |                       |                   |                       |                       |                       |                       |                       |                       |  |  |
| 3. How long did you expect your home to be on the market before it was sold?   |                         |                         |                       |                       |                       |                   |                       |                       |                       |                       |                       |                       |  |  |
| <table border="0" style="width: 100%; text-align: center;"> <tr> <td>&lt;30days</td> <td>31-60 days</td> <td>61-90 days</td> <td>91-120 days</td> <td>121-180 days</td> <td>180 days and more</td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </table> | <30days                 | 31-60 days              | 61-90 days            | 91-120 days           | 121-180 days          | 180 days and more | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |  |
| <30days  | 31-60 days              | 61-90 days              | 91-120 days           | 121-180 days          | 180 days and more     |                   |                       |                       |                       |                       |                       |                       |  |  |
| <input type="radio"/>  | <input type="radio"/>   | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                   |                       |                       |                       |                       |                       |                       |  |  |
| 4. How long was your home marketed by your sales associate and broker before you accepted an offer?  |                         |                         |                       |                       |                       |                   |                       |                       |                       |                       |                       |                       |  |  |
| <table border="0" style="width: 100%; text-align: center;"> <tr> <td>&lt;30days</td> <td>31-60 days</td> <td>61-90 days</td> <td>91-120 days</td> <td>121-180 days</td> <td>180 days and more</td> </tr> <tr> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </table> | <30days                 | 31-60 days              | 61-90 days            | 91-120 days           | 121-180 days          | 180 days and more | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |  |  |
| <30days  | 31-60 days              | 61-90 days              | 91-120 days           | 121-180 days          | 180 days and more     |                   |                       |                       |                       |                       |                       |                       |  |  |
| <input type="radio"/>  | <input type="radio"/>   | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |                   |                       |                       |                       |                       |                       |                       |  |  |

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

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

- |   |                         |                         |                         |                         |                         |
|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 5. ... the marketing plan developed and implemented for the sale of your property?                    | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 6. ... the price and terms of the sale?   | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 7. ... the assistance your sales associate provided in negotiating the price/terms of sale?           | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 8. ... the quality and frequency of communication provided by your sales associate?                   | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 9. ... your sales associate's attention to details and assistance from contract to closing?           | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 10. What was your overall satisfaction with the results and service provided by your sales associate? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |

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

- |  |                         |                         |                         |                         |                         |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 11. Given the need to sell a home in the same market area, how likely would you be to use the same sales associate to assist you?          | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 12. Given the need to sell a home in the same market area, how likely would you be to use the same real estate company to assist you?      | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 13. Given the opportunity, how likely would you be to recommend the services of your sales associate to a friend, neighbor or relative?    | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |
| 14. Given the opportunity, how likely would you be to recommend the services of the real estate company to a friend, neighbor or relative? | <input type="radio"/> 5 | <input type="radio"/> 4 | <input type="radio"/> 3 | <input type="radio"/> 2 | <input type="radio"/> 1 |

15. What was your **primary** reason for selecting your sales associate? (Select the one 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 _____) |  |

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

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