

What Drives Realtor® Selection?

The Realty Sales Value Matrix

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The Realty Sales Value Matrix breaks the factors that determine Realtor® selection into 7 components that can be used to engage clients for post transaction feedback. The matrix forms the basis of a questionnaire that clients complete to score their level of satisfaction with the Realtor® and the experience delivered. The goal is to define the standards by which a Realtor® will be measured and use actual feedback to communicate the value they have delivered in prior transactions. The results allow Realtors® to use satisfaction scores to give prospective clients a compelling reason to choose them over competitors.

The Realty Sales Value Matrix consists of seven measurable components that determine Realtor® Selection:



For more information contact: info@agentsurvey.net for our white paper "Communicating the Value Realtors® Bring to the Real Estate Transaction".

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