

2003 - 2012 Five Star Real Estate Agent Program

The Five Star Real Estate Agent Program is designed to identify and showcase real estate agents in a local market who score highest in overall satisfaction.

As part of an in-depth research process real estate agents are evaluated by consumers based on customer service, integrity, market knowledge, communication and negotiation skills, closing preparation, helping you find the right home, marketing the home being sold, and overall satisfaction.

10,000 to 50,000 recent homebuyers (all area residents who purchased a home over \$100,000 - \$200,000 within a 12-36 month period depending on the market size) are asked to name and evaluate real estate agents with whom they have had direct, personal experience with. Recent homebuyers can evaluate up to two agents. Both positive and negative responses regarding each agent are accepted. In addition to the survey results, other criteria such as acceptable disciplinary action is incorporated into the overall evaluation process.

The final list of Five Star Real Estate Agents includes the real estate agents, of those evaluated, in the local market that scored highest in overall satisfaction. This list represents less than 7% of the real estate agents in the local market. See the [2003 - 2012 Research Methodology Summary](#) for more information on the research process.