Introducing the QE Award, recognizing real estate customer satisfaction

Most companies, including real estate brokerages, will tell you they care deeply about customer service. But when five-star real estate agent reviews are ubiquitous across rating platforms, how are discerning buyers and sellers supposed to find the agents -- and brokerages -- who care most about the service experience? Quality Service Certification (QSC), a customer service measurement service for the real estate industry, announced the QE Award, which "measures and independently verifies excellence in the delivery of the highest levels of customer satisfaction and service quality in real estate in North America," according to QSC. Pronounced "Quie," the QE Award made its original debut between 2006 and 2009, when it recognized the top 10 brokerages in the country; the updated version is segmented into small (between 120 and 1,000 closed transactions in 2016), medium (1,000 to 3,000 closed transactions) and large companies (minimum of 3,000 closed transactions in 2016). "It'...

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