

CUSTOMER SATISFACTION IS KEY

SEVERAL CRITERIA DETERMINE HOW BUYERS
AND SELLERS SELECT A REAL ESTATE FIRM

Buyers who choose a real estate firm based on...

Reputation

30%

Past experience with
the agent /salesperson

21%

Recommendation

24%



Sellers who choose a real estate firm based on...

Reputation

35%

Past experience with
the agent /salesperson

25%

Recommendation

21%

Overall satisfaction with real
estate companies is higher
among repeat clients compared
with new clients.

LONDON
PROPERTIES



CALIFORNIA
ASSOCIATION
OF REALTORS®