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## **Randall, Realtors wins Diamond Elite Premiere Service Award - with customer-centric focus**

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According to Randall, Realtors REAL Living Real Estate, the company won the 2012 Premiere Service Company Diamond Elite Award from the REAL Living Real Estate franchise.

The Diamond Elite Award recognizes a customer satisfaction score of at least 97% according to Quality Service Certification, Inc. (QSC), an independent research firm that tabulates the results of the firm's customer satisfaction surveys. The results were pulled from surveys sent from October 1, 2011 through September 30, 2012.

Individual office award winners included the North Kingstown and Charlestown offices, which also earned Diamond Elite awards, and the Wakefield, RI office which earned a Diamond Award, signifying a 95% minimum customer satisfaction rating. Randall, Realtors operates five offices in Rhode Island and three in Conn.

"It's so important for customers to be able to trust and rely on the knowledge that their agent brings to the table, particularly during this time of recovery in the housing market. We understand that we only prosper as a company if our customers are satisfied with our services. These awards reflect the company's commitment to exceptional service," said Douglas Randall, Randall, Realtors CEO.

Randall, Realtors also announced the winners of the 2012 Premiere Service Agent Awards from the REAL Living Real Estate franchise. The results were pulled from surveys sent to customers of more than 1800 REAL Living offices nationwide. Cely O'Brien, Cecile Cohen and Lorraine Randall of Randall's Charlestown, Rhode Island office, were recipients of the Diamond Agent Premiere Service Award which recognizes a customer satisfaction score of at least 95% according to Quality Service Certification, Inc. Curtis Given, Heather Quimby and Susan Moore of the North Kingstown, Rhode Island office, and Steven Rei of the Wakefield, RI office, also won Premiere Service Agent Diamond Awards for exemplary customer service.

Buying and selling a home present a unique set of concerns for customers, according to survey participants. Advice and counsel, attention to detail, quality and frequency of communication, and negotiating assistance were all categories where award-winning agents scored in the mid to high ninetieth percentiles.

"All of our agents are focused on providing the best customer experience possible," said Douglas Randall, CEO of Randall, REALTORS, Real Living. "These awards recognize agents who are truly the best of the best and we couldn't be more proud of them."

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