



Lexington-Bluegrass Association of REALTORS®
2250 Regency Road
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Lexington-Bluegrass Association of REALTORS® To Offer 2,400+ Members Pro Level Access to RealSatisfied

FOR IMMEDIATE RELEASE

Lexington, KY (April 1, 2015) – [Lexington-Bluegrass Association of REALTORS®](#) (LBAR) announced today that its 2,400+ members will be provided full Agent Pro access to the [RealSatisfied](#) customer satisfaction platform for collecting evaluations of their performance. LBAR becomes the first REALTOR® association to provide this level of account access to its members.

“LBAR is pleased to partner with RealSatisfied to provide our members with the most comprehensive customer satisfaction platform available,” said Larry Freels, 2015 President of LBAR. “LBAR strives to be on the forefront of technology so we are pleased to offer this benefit to our membership. LBAR recognizes the consumers desire to measure and gauge the performance of their Realtor.”

RealSatisfied, a performance evaluation and customer satisfaction platform designed exclusively for the real estate industry, sends customer satisfaction surveys to both home buyer and seller clients on behalf of REALTORS® at the close of transactions. Reminders to send a survey will be triggered automatically at the end of every transaction via an integration with the [RealSatisfied API](#) and the LBAR Real Estate Transaction Standards (RETS) feed, scheduled to go live April 1, 2015.

“The decision to provide Agent Pro accounts to all LBAR members is a testament to their leadership’s commitment to their members and their faith in our platform,” said Jeff Turner, President of RealSatisfied. “Throughout the decision process, the focus of the LBAR team was fixed solely on providing value to members through quality client feedback. The leadership at LBAR never wavered from that and we’re excited to have been chosen to deliver that value.”

The tools include easy-to-use widgets for LBAR members to publish client recommendations on their own websites or share those recommendations automatically to Realtor.com® (Realtors® only). They can also share to their social networks, and provide third party validation of customer satisfaction. “In addition to the quality of information provided to our members,” said President Larry Freels, “we were impressed with the how easy the platform is to use and how simple they have made sharing the customer satisfaction data and testimonials. Their approach to data ownership is refreshing and one that we support.”

About Lexington-Bluegrass Association of REALTORS®

As the region's leading advocate for homeownership, Lexington-Bluegrass Association of REALTORS® (LBAR) understands the value and joy of owning a home. LBAR represents more than 2,400 REALTORS® located in Anderson, Bath, Bell, Bourbon, Clark, Clay, Elliott, Fayette, Franklin, Harrison, Jackson, Jessamine, Knox, Laurel, Menifee, Montgomery, Nicholas, Powell, Rowan, Scott, Whitley, and Woodford Counties. Visit www.lbar.com or call [859-276-3503](tel:859-276-3503) for buying and selling resources and real estate listings. For additional information please contact Elaine Hangis, LBAR Chief Executive Officer (859-276-3503 or via e-mail, elaine@lbar.com).

About RealSatisfied

Based in Sydney, Australia with operations in Australia, United States, Canada and Singapore, RealSatisfied is the 3rd party customer satisfaction and performance evaluation platform for the real estate industry. Founded in 2010, RealSatisfied provides a turnkey solution to enable real, actionable feedback and performance ratings from clients. To learn more about RealSatisfied, visit www.realsatisfied.com.

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