

CANSTAR BLUE ANNOUNCES FIRST NATIONAL REAL ESTATE AUSTRALIA'S LEADER FOR CUSTOMER SATISFACTION

Customer satisfaction research and ratings agency, Canstar Blue, has announced First National Real Estate the winner of its 2016 'Most Satisfied Customers' award, following customer research about the experience of homeowners, tenants and landlords with Australia's largest real estate brands.

In assessing quality of service delivery nationwide, Canstar Blue focused on a series of measures incorporating agent advice and communication; problem resolution, value for money, marketing, moving services, contract handling and finally, overall satisfaction. First National Real Estate was the only real estate company to achieve 5-star ratings.

'As Australia's largest network of independent agents, First National Real Estate is delighted to be recognised as the customer satisfaction leader in Australian property services' said First National's chief executive, Mr Ray Ellis.

'There can be no greater measure of the success of the client / agent relationship than overall satisfaction. This award represents the fulfillment of our commitment to ensure we are Australia's best prepared agents and confirms First National Real Estate's 2016 brand research'.

Last year, First National Real Estate also received the Canstar Blue award for overall customer satisfaction in New Zealand, thus highlighting the excellence First National agencies provide on both sides of The Tasman.

'First National Real Estate is committed to customer satisfaction. It is therefore no coincidence that we have now won this award in both countries. We see this as confirmation that our business model provides the right environment and tools for agents to excel' said Mr Ellis.

'A critical difference between First National and its competitors is that our membership requirements relate specifically to service delivery, not fees. As a not-for-profit cooperative, we provide everything necessary for our members to be leaders in real estate services and the Canstar Award confirms this'.

Head of Canstar Blue, Megan Doyle, congratulated First National Real Estate on the success, saying: "This is a great result across all customer touch points, suggesting First National is satisfying its customers regardless of their differing professional real estate requirements.

"Good communications and problem resolution are crucial elements of any good real estate service and it is notable that First National was the only one to rate five stars in these areas."

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Issued by: First National Real Estate

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