

NEW REAL ESTATE INDUSTRY RESEARCH REVEALS PROBLEM RESOLUTION MOST VALUED BY CONSUMERS

***31% of Consumers Value ‘Problem Resolution Skills’ Followed By
28% Valuing ‘Communication and Advice’***

New research from Canstar Blue into the real estate industry has revealed 31% of consumers value an agent’s ‘problem resolution skills’ as the number one contributor to their satisfaction. The second most significant contributor to their satisfaction, according to 28% of customers, is ‘communication and advice’.

As a result of this research, industry leader First National Real Estate Chief Executive Officer, Ray Ellis is urging the real estate industry to shift its emphasis to problem resolution and communication over the traditional and historic focus on marketing and agency fees.

“Agents must shift their emphasis from marketing to communication skills as well as problem resolution or perish,” warns First National Real Estate Chief Executive Officer, Ray Ellis.

First National Real Estate has been presented with Canstar Blue’s ‘Most Satisfied Customers – Real Estate 2017’ Award, the second year in a row the organisation has won the prestigious industry acknowledgement. It was also awarded ‘Most Satisfied Customers – Small Business Real Estate 2017’ by the consumer ratings agency.

“This research confirms that customers value an agent’s ability to anticipate and resolve challenges that arise while selling a client’s home or managing their investment property. This award is testament to the real estate expertise of our 4,600 strong network of real estate agents and their commitment to customer satisfaction,” said Mr Ellis.

Head of Canstar Blue, Megan Doyle, congratulated First National Real Estate on the success, saying, “Good communications and problem resolution are crucial elements of any good real estate service and it is notable that First National Real Estate was the only one to rate five stars in these areas. For topping our ratings for the second year in a row – while also taking top spot in our small business real estate review – we congratulate First National Real Estate.”

Again this year, research and ratings agency, Canstar Blue engaged Colmar Brunton to survey 3,000 Australian adults across a range of categories measuring customer satisfaction. Customers in the survey group were required to have used the services of a real estate agent in the past three years.

In the last two years First National Real Estate has been awarded the following Canstar Blue Awards:

- Most Satisfied Customers – Real Estate 2016
- Most Satisfied Customers – Real Estate 2017
- Most Satisfied Customers – Small Business Real Estate 2017

Issued by: First National Real Estate

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