

Client Satisfaction Survey

What to Ask, How to Ask It?

What to ask your clients — and how you allow them to answer the question — will determine whether the responses will be accurate and valuable to your business plan. Here is an example of one question to ask, in two different formats:

1. **Were you satisfied with the agent's service provided to you during your real estate transaction?**

Yes / No

Please explain:

2. **Please rate the agent's service provided to you during your real estate transaction on a scale from 1 to 5, with 1 being poor and 5 being excellent.**

Comments?

Other question topics to consider should revolve around:

- Communication between client and agent
- Image and dress
- Professional conduct
- Marketing resources
- Advertising of listing
- Follow-up
- Price and value for services rendered
- Would you recommend agent to others?
- Most liked about working relationship
- What needs improvement