



The Customer Satisfaction Engine
Designed for Real Estate Professionals



Welcome to RealSatisfied

Cape Fear REALTORS® is proud to announce that RealSatisfied is now a CFR Member-Benefit! We are excited about this new partnership and look forward to playing a key role in helping our members demonstrate their professionalism.

RealSatisfied is a customer satisfaction platform designed exclusively for the real estate industry, that allows you to send customer satisfaction surveys to both buyer and seller clients at the close of transactions and collect valuable testimonials to help generate new business.

Your RealSatisfied account also includes easy-to-use widgets to assist you in publishing approved client testimonials to Facebook, Twitter, Realtor.com, your websites/blogs, and just about anywhere online. You control 100% of what gets communicated anywhere!

If you choose to opt-in, you will have complete access to all of RealSatisfied's Agent-Lite tools to collect valuable client feedback. Agent-Lite accounts include unlimited surveys and feedback, syndication to Realtor.com, automated social media publishing, widgets for online sharing, and the collection of three testimonials for marketing purposes. As a CFR member, there is no cost to use an Agent-Lite account.

CFR Members also receive a significant discount if you choose to upgrade to a RealSatisfied Agent-Pro account. The Agent-Pro account offers the same features as the Agent-Lite account, but also allows you to collect an unlimited amount of testimonials.

CFR will not have access to the data specific to your account or to any individual survey results. You own your account! We have simply worked with RealSatisfied to automate the survey invitations so they are automatically ready to send at the close of each transaction. Consistently collecting client feedback is a major aspect of success for any prosperous business. We are happy to provide this benefit to our members!

You can expect an email from RealSatisfied at the close of each transaction notifying you that a survey is ready to send. At that point you can choose to create an account (one-time only) and send the survey, or opt-out entirely.



What is RealSatisfied?

CFR members now have access to a RealSatisfied Agent-Lite account! RealSatisfied allows you to:

COLLECT VALUABLE CLIENT FEEDBACK: Collect valuable feedback and testimonials from your clients via automated buyer/seller surveys. Don't worry, RealSatisfied does it all for you - and only you see your feedback!

PUBLISH TESTIMONIALS: You control the publishing of your testimonials and reviews to generate referrals and build trust online! Easily publish to Realtor.com, Facebook, Twitter, and even your own website!

OPTIMIZE YOUR MARKETING & BRAND: Statistics prove that client testimonials are powerful proof of success and drive more referrals than any other marketing! RealSatisfied makes it easy to collect and share your testimonials!

How Do I Sign Up?

To sign up for your Agent-Lite account as a CFR Member, please visit www.realsatisfied.com/CFR

How Does it Work?



MLS INTEGRATION: Our MLS integration provides a seamless, automatic triggering system that sends out buyer and seller survey reminders to you at the close of a transaction. This removes another "TO DO" for busy agents and brokers. Additionally, clients love the co-branded, third-party validation.



SIMPLE EMAIL NOTIFICATIONS: Once you opt-in to send surveys and receive testimonials, you will have private access to review, approve, and publish your testimonials through simple email notifications. You always own your private data - always!



AGENT PROFILE PAGES, DASHBOARD, WIDGETS, PLUG-INS and More: You are provided with custom profile pages - managed through your personal dashboard - where you control the display and syndication of your testimonials and ratings. **BONUS:** Agent profile pages rank very high in SEO and search results and link to your social media and industry profiles for additional marketing.



PUBLISH & PROMOTE TESTIMONIALS - INCREASE REFERRALS: You can publish and promote your testimonials on **Realtor.com, Facebook, and Twitter**. With the activation of a REALTOR® NRDS number, testimonials and detailed performance ratings can be syndicated directly to **Realtor.com**. Our "Visual Testimonials" for Facebook & Twitter drive sphere engagement, increase referrals via social media, and are great content for digital marketing efforts.



NURTURE BRAND ADVOCACY: Customers are driving word of mouth about your brand. The most positive, long-term impact you can make on your business is to develop a strategy that allows you to connect with your most passionate customers and nurture those relationships online and off.