

Meet your

## Philadelphia 2010 FIVE STAR Real Estate Agents.

We surveyed recent homebuyers and other industry experts to find real estate agents in the Philadelphia area who scored highest in overall satisfaction. Here they are.



Experts say that at least 90 percent of homebuyers rely on real estate agents for advice and guidance. But with more than 37,000 Philadelphia area residents holding real estate licenses, how do you find someone who knows the market, represents your interests and operates with an emphasis on integrity and service?

*Philadelphia* magazine can help. The magazine formed a partnership with Crescendo Business Services to find out which real estate agents have most consistently wowed their clients.

### The Selection Process

Crescendo surveyed, by mail and phone, all Philadelphia area residents who purchased a home over \$200,000 within an 18 month period (May 2008 to November 2009) and 20,000 subscribers of *Philadelphia* magazine. An additional 250 surveys were sent to mortgage and title companies who are often best able to judge a real estate agent's technical skills and knowledge.

On the surveys, recipients were asked to evaluate only real estate agents whom they knew through personal experience. They were asked to evaluate them based upon nine criteria: customer service, communication, finding the right home, integrity, negotiation, marketing the home, market knowledge, closing preparation and overall satisfaction.

Only original surveys—no copies—returned in their specially designed envelopes were accepted as valid. Crescendo carefully scored and screened each qualified agent with the Pennsylvania State Real Estate Commissions databases to make certain

that licenses were up-to-date and that no disciplinary actions were pending.

Then, before finalizing the list, the real estate agents were reviewed by a blue ribbon panel of local industry experts. The panel consisted of realty company executives, professional and trade association officers and others directly involved in housing-related businesses.

Although panelists' comments were incorporated into the final score, safeguards were built into the review process to reduce the ability of panel members to influence the composition of the final list on the basis of company affiliation.

### An Elite Award

The resulting list of FIVE STAR Real Estate Agents is an elite group, representing less than 2 percent of licensed agents in the Philadelphia area. Only 789 of the top-scoring real estate agents made this year's list. For a more user-friendly listing, agents have been grouped based on their city of focus.

Throughout the evaluation process, respondents told stories of lasting friendships that have emerged from what is most often a stressful business transaction. Several even wrote essays on why their particular agent excelled.

Although this list will certainly be a useful tool for anyone buying or selling a home, it should not be considered exhaustive. Undoubtedly, there are many other excellent real estate agents who, for one reason or another, are not on this year's list. But don't be surprised to see them next year.

### RESEARCH DECLARATIONS:

As with any research or recognition program, it is important that we provide you the following declarations:

- The 2010 FIVE STAR Real Estate Agents do not pay a fee to be included in the research or the final list of FIVE STAR Real Estate Agents.
- The overall evaluation score of a real estate agent reflects an average of all respondents and may not be representative of any one client's experience.
- The FIVE STAR Award is not indicative of the real estate agent's future performance.
- The inclusion of a real estate agent on the FIVE STAR Real Estate Agent list should not be construed as an endorsement of the real estate agent by Crescendo Business Services or *Philadelphia* magazine.
- The research process for the FIVE STAR Real Estate Agent Program, managed by QMI Research, incorporates a statistically valid sample in order to identify the real estate agents in the local market that score highest in overall satisfaction. QMI Research does not include real estate agents on the list unless their score is statistically valid.

For more information on the FIVE STAR Award and the research/selection methodology, go to: [fivestarprofessional.com/reresearch](http://fivestarprofessional.com/reresearch).

As seen in the September 2010 issue of:

# Philadelphia

MAGAZINE

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# Congratulations

On Being Named a  
2010 FIVE STAR Real Estate Agent<sup>SM</sup>



2010  
FIVE STAR  
REAL ESTATE AGENTS

List compiled by Crescendo Business Services. All agents are sorted by city and are listed alphabetically by last name.  
Agents with page numbers also appear within the profile section.

BLUE BELL

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BRYN MAWR



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