

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 members of Australia's largest network of independent agents, First National Real Estate Collie & Tierney is delighted to be recognised as a customer satisfaction leader' said First National Collie & Tierney Director, Robert J Stephens.

'There can be no greater measure of the success of the client / agent relationship than overall satisfaction. This award represents the fulfillment of our membership's nationwide commitment to ensure we deliver Australia's best real estate sales and property management services'.

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.

'Each and every one of our offices is committed to customer satisfaction so it's no coincidence our network has now won this award in both countries. We see this as proof positive that our culture, training, communication, service and commitment to results sets us apart from our competitors' said Robert J Stephens.

'A critical difference at First National is that our membership requirements relate specifically to service delivery, not generation of fees for our head office. As a cooperative, our agents work together, not against each other, and the Canstar Blue award confirms consumers see the benefits'.

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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