

## Buyers & Sellers Are Now Being Asked to Rate Agents at Participating Firms

In my Dec. 27th column I announced that the Denver Metro Association of Realtors had signed up with Quality Service Certification, Inc. (QSC) for its Realtor Excellence Program under which participating brokerages provide the names and email addresses of all agents' clients — both buyers and sellers — so that QSC can solicit feedback for the purpose of creating a valid rating system. The results are published at [www.RatedAgent.com](http://www.RatedAgent.com). The program started Jan. 1st.

Well, here we are at the end of March, and Denver agents are beginning to show up on that website. Those agents who have had two or more surveys returned by their clients are being given numerical ratings on a scale of 1 to 5. Very few agents have a rating of 5. Most have ratings in the high 4's, which adds to the credibility of the

system, unlike the Five Star Professional program touted by 5280 Magazine, where every agent is rated "Five Star."

In the QSC program, you see actual ratings given by each client on a couple dozen criteria, which are different for buyers and sellers. Written comments are shown when offered.

Each agent who is rated gets to see the full response from each buyer and seller so that he or she can learn from their feedback. We do not get to delete unfavorable responses. It's all or nothing. We can't pick and choose the good ones.

In the Five Star Professional program, the agent is not told who rated them and what they said. Instead they are simply told they have been awarded the designation and then asked if they would like to buy different size ads (written by the agent himself) in the

advertising supplement which will appear in 5280 Magazine. A bare-bones listing without contact info is free, but the awardee can purchase a directory listing for \$445 up to a 2-page spread for \$9,295, Based on their rate card which I've posted on my blog, Five Star Professional's earnings from its 58-page insert in September's 5280 Magazine was just under \$300,000 — not counting the hefty fees for wall plaques (\$195-250), reprints (\$1.95 each), extra copies (\$5 each), postcards (\$195-895), the license to display their award emblem (\$295-395), and seven other items/services. The QSC program has a \$50 upsell to become "QSC Certified."

Space doesn't allow for me to share all I've learned about these two programs, so please visit [JimSmithBlog.com](http://JimSmithBlog.com). Among other things, you'll find the questions I asked Five Star Professional and their responses.

### REAL ESTATE TODAY



By **JIM SMITH**,  
Realtor®

### This Week's Featured New Listing

#### Golden Home Has Main-Floor Master, Great Views

This home at 1498 Quail Court has been greatly updated since it was on the market previously. It has new roof, slab granite countertops, new appliances, new carpet and ceramic tile flooring, and new paint, too! Its location backing to the Highway 93 greenbelt (with minimal highway noise) provides magnificent panoramic views of the City of Golden, North & South Table Mountain, Green Mountain and Lookout Mountain. An open space trailhead for Mt. Galbraith Open Space Park is within the subdivision, too, just a short walk from this home. Mitchell Elementary is a short walk away too.



\$575,000

Take a Narrated Video Tour Online at  
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