



FOR IMMEDIATE RELEASE...

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HARRY NORMAN, REALTORS® WINS NATIONAL AWARD FOR “EXTRAORDINARY CUSTOMER SERVICE”
Among Top 35 Firms in the U.S. Receiving Coveted Q_E Award – Unique Industry Recognition

ATLANTA: Announced today, Harry Norman, REALTORS® is one of the Top 35 real estate brokerage firms, based on measurable service excellence and customer satisfaction, in America. Winning the national **Q_E Award** (pronounced “Que”) “reflects measured and *independently verified* customer service *excellence* in the delivery of the highest levels of customer satisfaction in real estate service in North America,” according to Larry D. Romito, CEO, Quality Service Certification, Inc. (QSC), creators of the award.

The **2021 Q_E Award** recognizes the **Top 5 Large Companies**, the **Top 10 Midsize Companies** and the **Top 20 Small Companies**, from California to Massachusetts and Florida to Minnesota, spanning 22 states and includes some of the most respected independent and well-known national and regional brand names. Harry Norman is recognized within the **Top 5 Large Companies** category and is the exclusive Georgia-based recipient.

“This accolade is a testament to our agent’s hard work and dedication in 2020, guaranteeing the best customer service experience to every client no matter what the circumstances,” said **Jenni Bonura**, CEO and President of Harry Norman. “Winning the **Q_E Award** from QSC is one of the highest honors bestowed on a brokerage and we are especially grateful to have received this award on the heels of a very trying, yet extremely successful, year.”

The **2021 Q_E Award** is based upon the results of an independent survey limited solely to buyers and sellers who were in a real estate transaction that actually closed with participating real estate companies. QSC, with its sister company Leading Research Corporation, administer the survey process to ensure that every past customer is surveyed, preventing agents or companies from selectivity, influence, interference or manipulation in any way.

Today consumers are seeking transparency, accountability, and trusted information to help them make better, more informed decisions and choices. Harry Norman, REALTORS® has elected to participate in service assessment and feedback following every transaction, which is setting a new and better standard for excellence.

“Harry Norman, REALTORS® is not just raising the bar for customer service, they’ve committed to a whole new standard knowing consumers are tired of seeing meaningless perfect reviews where every agent has a five-star rating,” states Romito. “We believe that in a consumer-centric world, the higher standard for gauging excellence in professional services should authentically measure how well each customer is served, not just how much business is done.”

The **Q_E Award** is based upon aggregated overall customer satisfaction as a percentage of all returned surveys of real customers where every past customer has been surveyed without selectivity, editing, deletion, cleansing or manipulation. “No other system exists, anywhere, in the real estate industry that can legitimately make that claim,” added Romito. Accurate, reliable, independently validated survey results of individual agents can be accessed by visiting RatedAgent.com.

QSC created the **Q_E Award** to foster, encourage and recognize the highest levels of service quality and customer satisfaction. QSC and Leading Research Corporation assure the careful measurement and independent validation of service and satisfaction results. Eligibility for the **2021 Q_E Award** requires a minimum number of surveys sent and returned, which may be adjusted from year to year based upon market conditions and the number of participants. More than 30,000 real estate agents and 750 companies elected to participate in the customer satisfaction assessment survey process in 2020 for the **2021 Q_E Award**.

About Quality Service Certification: Quality Service Certification, Inc., based in Laguna Niguel, CA, provides the most accurate and valuable customer service measurement service for the real estate industry, having conducted more than 2 million customer satisfaction surveys of real estate agents. QSC offers consumers the only complete, reliable and unbiased picture of participating agents’ overall and detailed customer service satisfaction history. QSC provides real estate agents the timely and detailed feedback they need to both improve and maintain their highest levels of professional service. For brokerages, QSC offers a *Performance Management Platform* that helps firms better manage, control and positively influence professional activities that they can otherwise not see – resulting in measurably better, more satisfying and a more valued customer service experience. Founded in 2000, accurate, reliable, independently validated survey results of individual agents can be accessed by visiting RatedAgent.com.

About Harry Norman, REALTORS®: Harry Norman, REALTORS®, the premier luxury real estate firm in Atlanta, was established in 1930 out of a desire to provide an unparalleled customer experience. As the first residential real estate firm in Atlanta, Harry Norman, REALTORS® earned the reputation of being the best and setting the standard for others who follow. Real estate has evolved, as has Harry Norman, but one thing remains constant 90 years on – when you work with Harry Norman REALTORS® you can be confident you are working with the best real estate agent Atlanta has to offer. With a network of 15 sales offices and over 1,000 real estate professionals, Harry Norman operates across Atlanta and the greater Georgia area and is the exclusive Georgia affiliate with Christie's International Real Estate, a global network in over 49 countries. For more information, visit HarryNorman.com or connect with the firm via [Facebook](#) and [Instagram](#).

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