

Congratulations
On Being Named a
2010 FIVE STAR Real Estate AgentSM

DONALD V. BAPTISTE



**“Excellence Is to Do a Common Thing in an Uncommon Way.”
— Booker T. Washington**

- Residential and condominium home marketing and sales
- Builder services: land acquisition, project marketing and sales
- Luxury Home Marketing Specialist
- Integrity, experience, superior negotiating skills
- Recognized as one of Seattle’s top real estate brokers

Exceptional real estate service.

Sound Point Real Estate is a pioneer of the new real estate models of the 21st century in the Puget Sound region. We are proud to distinguish ourselves by offering a superior range of services for our clients, which sets us apart from traditional real estate companies. Sound Point Real Estate empowers consumers with the most accurate information regarding home search tools, local market trend reports, buyer/seller resources, neighborhood and school information, allowing us to provide the top-notch real estate service you deserve.

Commitment and dedication.

The sale or purchase of a home often represents your largest financial investment. I’ve found that it takes a team of committed experts to navigate through details to achieve a successful closing. Superior research, home positioning, tailored marketing plans and consistent communication are the keys to my success. I incorporate today’s best marketing, customer service, technology and negotiating practices into my approach to real estate. It is my goal to provide exceptional customer service before, during and especially after the sale.

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Meet your

Seattle 2010 FIVE STAR Real Estate Agents.



We surveyed recent homebuyers and other industry experts to find real estate agents in the Seattle 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 17,900 Seattle 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?

Seattle 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 Seattle area residents who purchased a home over \$200,000 within a 36 month period (February 2007 to February 2010) and 5,000 subscribers of *Seattle* magazine. An additional 1,045 surveys were sent to mortgage and title companies, who are often best able to judge a real estate agent's technical skills and knowledge.

Recipients were asked to evaluate only real estate agents whom they know 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 scored and screened each qualified agent with the Washington State Real Estate Commission's

database to verify that licenses were current and that no disciplinary actions were pending.

Finally, the qualifying real estate agents were reviewed by a blue ribbon panel comprised 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 5 percent of licensed agents in the Seattle area. 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 of *Seattle* 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: fivestarpromotional.com/research

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