

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Ehly Receives Gold Service Recognition

Arlene Ehly of Steinborn GMAC Real Estate in Las Cruces, NM was granted Quality Service Certified® Gold status in recognition of exceptional service satisfaction measured and compiled for 2008 by Leading Research Corporation (LRC).

Quality Service Certified (QSC) status is the only award in the real estate industry based on independently validated, measurable service results. Clients of QSC agents receive a customer satisfaction survey at the end of each transaction. The surveys are administered and the results are compiled by LRC.

Client feedback from the surveys becomes part of the agent's credentials. An overall satisfaction rating is displayed on a consumer website (www.QualityService.org) where sellers and buyers have the ability to select a real estate professional based upon each agent's validated record of service satisfaction.

"Nothing is more important to a prospective client in selecting a professional than the service results achieved with past clients," says Larry D. Romito, President and CEO of QSC. He adds, "Consumers have greater confidence in service reliability, results and satisfaction with a Quality Service Certified real estate professional because they know that the agent's service record has been validated by an independent third party. Arlene Ehly is among a select group of agents in the nation who deliver the highest caliber of service for their home sellers and buyers."

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