

Congratulations
On Being Named a
2010 FIVE STAR Real Estate AgentSM

KATHLEEN MONROE



Unsurpassed Level of Extraordinary Real Estate Service

- Free staging adds value and a quicker sale at a higher price
- Wealth of wisdom to guide you if you buy or sell
- Highly skilled negotiator helps maximize your return on investment
- Outstanding performance and a passion for successful results
- Master at creative and strategic marketing — web marketing specialist

The real estate agent you choose really does matter. Kathleen Monroe prides herself on going the extra mile for every client. She genuinely does make a difference as noted by her many satisfied clients. A few rave reviews: Carol C. — "Kathleen is my real estate angel." Rebecca D. — "Kathleen is amazing." Mark S. — "Unmatched knowledge, professionalism and warmth." Danielle J. — "Kathleen far exceeded our expectations and helped us find our dream home." Jenny T. — "Kathleen is awesome." Nancy C. — "Kathleen has an upbeat personality, great sense of humor and uncompromising knowledge of the real estate market." Inspired by her father's success, Kathleen followed

in her dad's footsteps, now a retired real estate broker. She became rookie of the year and quickly became a top producer. From the moment you meet her, you will sense the genuine commitment this dedicated professional brings to her clients with each transaction. The time and care she takes with each client is legendary. Her tireless efforts ensure you get exactly what you want when you buy or sell. Kathleen's personal, hands-on approach sets her apart as she is involved in every aspect of the transaction from start to finish. Service without compromise sets a new standard, which you will know ... when you go with Monroe.

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Meet your



Orange County 2010 FIVE STAR Real Estate Agents

We surveyed recent homebuyers and industry experts to find real estate agents in the Orange County 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 15,000 Orange County 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?

Orange Coast 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 Orange County area residents who purchased a home over \$100,000 within an 18-month period (September 2008 to February 2010) and 20,000 subscribers of *Orange Coast* magazine. An additional 250 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

California 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 3 percent of licensed agents in the Orange County 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 or *Orange Coast* 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:
fivestarprofessional.com/rerearch.

As seen in the December 2010 issue of:

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