

2007 WINNER
FIVE STAR REAL ESTATE AGENT
BEST IN CLIENT SATISFACTION



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Thomas believes that providing the highest level of customer service will insure that his business will thrive. He is committed to providing accurate, timely and professional representation to all of his clients. Sellers and buyers can benefit by capitalizing on Thomas's specialized marketing techniques and longstanding working relationships with major financial institutions and asset companies. Thomas's commitment is unyielding, as he treats every transaction as if it was his own.



We surveyed recent homebuyers, our subscribers and industry experts to find the best real estate agents in the Las Vegas area. Here they are.



Satisfied clients choose Las Vegas'

FIVE STAR



Real Estate Agents

Experts say that at least 90 percent of homebuyers rely on real estate agents for advice and guidance. But with more than 17,000 agents in the Las Vegas area 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?

Las Vegas Life can help. The magazine recently formed a partnership with Crescendo Business Services, an independent research firm, to find out which real estate agents have most consistently wowed their clients.

The Selection Process

This past October, Crescendo mailed nearly 26,000 nomination ballots to Las Vegas area residents who recently purchased homes. An additional 250 ballots were sent to mortgage and title companies, who are often best able to judge a real estate agent's technical skills and knowledge.

On the ballots, recipients were asked to nominate only real estate agents whom they knew 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 ballots—no copies—returned in their specially designed envelopes were accepted as valid. By November, stacks of ballots had arrived, and Crescendo began carefully scoring and screening each nominee with the Nevada State Real Estate Commis-

sion's database to make certain that licenses were up to date and that no disciplinary actions were pending.

Then, before finalizing the list, nominated real estate agents were reviewed by a blue-ribbon panel of local industry experts. The panel consisted 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.

Best in Client Satisfaction

The resulting list of FIVE STAR Real Estate Agents is an elite group, representing less than four percent of licensed agents in the Las Vegas area. To make the list more user-friendly, agents have been grouped based on their city of focus.

Throughout the nomination 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 2007 FIVE STAR Real Estate Agents do not pay a fee to be included in the research or the final list of FIVE STAR Best in Client Satisfaction 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 evaluation.

As seen in the April 2007 issue of:

LAS VEGAS LIFE

YOUR LIFE. YOUR CITY. YOUR MAGAZINE.