







SAHRAN SHAOUL

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It's what His Clients Say that Counts

- Set a realistic price, kept us informed and was always there
- Excellent follow up/attention to details, very possibly the most professional person we dealt with in any industry
- Cannot say enough listened to our needs he is hardworking, honest and has a true standard of excellence

Sahran's successful real estate career is the result of 24 years in management and 42 years in sales. His discipline and commitment is attributed to his determination and conviction that success is not a matter of desire rather a matter of hard work. He is brutally honest and direct to eliminate any future frustrations and disappointments. Sahran has brought to the business the same principles, ideals and commitment to excellence as had been characteristic of his previous performances making him one of the leading Realtors in the community.

Kansas City, KS/MO (July 10, 2009) - In the July 2009 issue of **KC Magazine**, the 2009 FIVE STAR: Best in Client Satisfaction Real Estate Agents (SM) are announced.

KC Magazine formed a partnership with Crescendo Business Services, an independent research firm, to identify the "best in client satisfaction" real estate agents serving the Kansas City area. This past November, Crescendo surveyed by mail and phone 22,000 Kansas City-area residents who had recently purchased homes. 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.

On the surveys, recipients were asked to evaluate only real estate agents whom they knew through personal experience. They were asked to evaluate them based upon nine criteria, including, customer service, integrity, market knowledge, communication, negotiation, closing preparation, finding the right home, marketing of the home and overall satisfaction.

By December, stacks of surveys had arrived and Crescendo began carefully scoring and screening each nominee with the Kansas and Missouri State Real Estate Commission's database to make certain that licenses were up to date and that no disciplinary actions were pending. Before finalizing the list, nominated 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.

This year's list of "FIVE STAR: Best in Client Satisfaction" real estate agents represents less than 5 percent of actively licensed real estate agents in the Kansas City area. We hope this list serves as a referral network for the 90,000 readers of KC Magazine. Is this list exhaustive? Of course not. There are undoubtedly many other excellent real estate agents that are not on the list this year, 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 2009 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.
- The FIVE STAR Award is not indicative of the real estate agents 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 KC Magazine.
- Working with a FIVE STAR Real Estate Agent or any real estate agent is no guarantee that the selected real estate agent will be awarded this accomplishment by Crescendo in the future.