



## **Minneapolis-Based Real Estate Company Identifies Criteria For Top Real Estate Professionals**

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Minneapolis MN: Referz Real Estate CEO/Founder, Chuck Harris, identified the criteria the company uses to make personal recommendations to home buyers and sellers of the top real estate agents in its online directory of agents. According to Harris, "When Referz recommends a real estate agent to a client, we review a number of factors to ensure the best possible match. Experience is our top priority and we look for agents whose sales results rank in the top 1% to 5% locally. Many of the agents we recommend have been selling homes for more than twenty years and some have sold more than 1,000 homes over their career."

"We require positive client feedback and realtor reviews," Harris explained. "We seek out REALTOR® board leaders, local REALTOR® associations, and leading local REALTORS® for recommendations. Industry leaders have lots of experience working with other agents and they are a valuable resource. We search Zillow, Trulia, Yelp, Facebook, LinkedIn and our own database of feedback from the 20,000 past clients we have assisted in determining which realtors are delivering results and providing excellent customer service."

In addition to experience and reviews, the Referz team identifies agents who actively sell in the client's location and who are knowledgeable about local market conditions, inventory, and prices. When possible, the company strives to identify an agent who is located within 5 miles of the client's house. The Referz team also looks for real estate agents with quality, professional marketing plans.

As an alternative to receiving a custom recommendation, buyers and sellers can search themselves for a real estate agent in their area. Clients can peruse the online directory for nearby agents and view the agent's sales history, marketing portfolio, and client reviews.

More information is available by visiting the website at <https://www.referz.com>.

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For more information about Referz Real Estate, contact the company here: Referz Real Estate  
Chuck Harris (612) 520-1380  
[press@referz.com](mailto:press@referz.com)  
5115 Excelsior Blvd. #426, Minneapolis, MN 55416

### **Referz Real Estate**

Website: <https://www.referz.com>

Email: [press@referz.com](mailto:press@referz.com)

Phone: (612) 520-1380