



Congratulations to Fred Hedberg and Andy McIntosh on their selection as FIVE STAR: Best in Client Satisfaction Commercial Real Estate Agents(SM) for 2009.

**PRESS RELEASE**

***FIVE STAR: Best in Client Satisfaction Commercial Real Estate Agents (SM) Announced***

Posted: July 10, 2009

Twin Cities, MN (July 10, 2009) - In the July 2009 issue of *Twin Cities Business*, the 2009 FIVE STAR: Best in Client Satisfaction Commercial Real Estate Agents (SM) are announced.

*Twin Cities Business* formed a partnership with Crescendo Business Services, an independent research firm, to identify the “best in client satisfaction” commercial real estate agents serving the Twin Cities area. This past December, Crescendo surveyed by mail, the web and phone more than 1,100 licensed commercial real estate agents and 8,000 subscribers of *Twin Cities Business*.

Respondents were asked to evaluate only commercial real estate agents who they knew through personal experience. They were asked to evaluate the agents on nine categories of performance: market knowledge, negotiation skills, communication, their understanding of the client’s needs, ethics, representing the client’s best interests, value for fee charged, post-transaction service, and overall client satisfaction.

By January, Crescendo began to score and screen each qualified commercial real estate agent against the Minnesota State Real Estate Commission database to make certain that licenses were up to date and that no disciplinary actions were pending. Before finalizing the list, qualified commercial real estate agents were reviewed by a blue ribbon panel of local industry experts.

The panel consisted of commercial realty company executives, professional and trade association officers and others directly involved in commercial real estate. Although the 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.

The resulting list of “FIVE STAR: Best in Client Satisfaction Commercial Real Estate Agents” is an elite group, representing less than 7 percent of those licensed agents in the Twin Cities area engaged in commercial real estate. We hope this list serves as a referral network for the 85,000 readers of *Twin Cities Business*. Is this list exhaustive? Of course not. There are undoubtedly many other excellent commercial real estate agents that are not on the list this year, but don’t be surprised to see them next year.