

City Beat News Announces Spectrum Award for Premier Agents in Real Estate

City Beat News launches its new Premier Agent designation for real estate professionals who provide excellent customer service.

LAPEER, MICHIGAN, UNITED STATES OF AMERICA, June 14, 2017 /EINPresswire.com/ -- [City Beat News](#) (CBN), renowned for its research and coverage of customer service excellence in many fields, announces its first ever [Premier Agent](#) designation for real estate agents.

CBN, a national publication and research company founded in 2009, identifies top service providers across the United States based upon its independent research. The highest rated companies and professionals earn the [Spectrum Award](#).

The best real estate agents service their clientele in a manner that is different than most other businesses and professionals. CBN determined that its Real Estate Agent research and the resulting recognition should reflect this distinctiveness in the form of the new Premier Agent title.

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*Frank Andrews, Founder of
The Stirling Center*

Center. “The research is done at absolutely no charge to the businesses and professionals evaluated for the Spectrum Award. That allows CBN to maintain the objectivity leading to fair and balanced

To date there are limited ways homebuyers and sellers can supplement the standard word-of-mouth referrals in selecting an agent based on the quality of his or her service. CBN developed its research methods to collect and evaluate online information, nominations and other sources of marketplace feedback to assess quality of customer service and degree of satisfaction. CBN analyzes all available data to formulate a sound customer satisfaction rating for the provider. Ratings are announced on a rolling annual basis.

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results.”

About City Beat News and The Stirling Center

CBN and The Stirling Center have paired in the past to spotlight, encourage and promote customer experience excellence. They provide a means for consumers to identify and confirm such excellence, as well as coaching, training and support for excellence providers.

The Stirling Center includes a learning and resource center with courses, team training and support, executive coaching, articles, and case studies focused on encouraging and promoting excellence since it believes, as simply stated in its motto, that “More Excellence is Better.” Its objective is to enable and encourage excellence across many fields, including customer service. The Stirling Center recognizes service excellence in both commercial businesses such as those served by City Beat News, and its “life” and “public service” divisions.



City Beat News and The Stirling Center are located in Lapeer, Michigan. For more information, call 866-732-9800 or go online to www.citybeatnews.com and www.stirlingcenter.org

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