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In a tough business, First National Real Estate is voted Kiwis' favourite

As house prices ease off their eye-watering highs, some buyers may be tempted back into the market. Others will remain renting, cautious as interest rates rise and inflation soars. In both situations, Kiwis will be looking for a real estate agent who meets their needs, at a reasonable cost.

Today, Canstar is proud to announce First National Real Estate has New Zealand's Most Satisfied Customers in the real estate agents category for the year! First National – a four-time winner of the award – swept five stars across main drivers of satisfaction, including overall satisfaction, communication and advice, value for money, financial paperwork and contract handling.

Canstar's survey considered New Zealanders who had used real estate agents across rental properties and to buy or sell a home in the past three years.

First National's five stars in value were particularly notable given the generally low levels of satisfaction with costs associated with real estate agents. Canstar's survey showed 60% of sellers thought real estate agents charged too much for their service, while almost 40% of renters thought the same.

The research showed most Kiwis look to agents with a good reputation and knowledge of the local area, with nearly 60% saying they were happy with the real estate agent they worked with most recently. This was despite low levels of trust in the industry overall.

Jose George, Canstar NZ General Manager, said the research showed First National was a clear leader in an industry in which customers could be difficult to impress. "The real estate industry is full of tension, with major life decisions being made, huge sums of money changing hands, and intense pressure throughout the process.

"To be recognised by customers as offering the very best service across concerns such as communication, value, and contracts is certainly an achievement to be proud of. It's a difficult industry to navigate and First National is clearly doing a lot right by its customers. We congratulate them for their success."

First National Real Estate Chairman Joe Mullins said: “The greatest reward in business is that your customers are completely satisfied with your service, and trust your expertise, skills and delivery.

“At First National, we are delighted on behalf of all our customers throughout New Zealand that, once again, we have been acknowledged by them as the most trusted brand in real estate. Our commitment to our customers, both past and present, is that we will continue to strive to be better every day.”

For further details please visit the Canstar NZ site, [here](#).

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