

Comparis Real Estate Seal of Quality

Standards and criteria for self-declaration

1. Basic requirements

- **Entry in the commercial register:** The companies have been registered in the Swiss commercial register for at least one year and are not in liquidation. Exceptions are possible and will be checked by comparis.ch.
- **Certifications and training:** The companies, or the persons representing them, have formal training in the real estate sector, e.g., a federal diploma, a professional certificate or an internationally recognized university degree in the relevant (real estate) sector.
- **Cooperation with comparis.ch:** The companies actively cooperate with comparis.ch and advertise on its platform.

2. Experience and expertise

- **Industry expertise:** The companies, or the persons representing them, have a minimum of 3 (three) years of experience in the relevant real estate sector and can prove successful contracts for sold or brokered properties, etc. Exceptions are possible and will be checked by comparis.ch.
- **Specialization and references:** The companies transparently show in which real estate areas they are particularly experienced (e.g. residential, commercial real estate, etc.) and how successful they are in these areas. This can be proven, for example, by customer references or project reports.
- **Recognized tools:** The companies use a recognized valuation tool (e.g., IAZI, Fahrländer & Partner or Wüest und Partner, etc.).

3. Legal and ethical standards

- **Code of Conduct:** The companies have a mandatory code of conduct that ensures ethical business practices, transparency and fairness. This also includes anti-corruption and anti-fraud policies. In addition, employees are sensitized and trained in compliance with ethical standards.
- **Legal compliance:** The companies can demonstrate that they have comprehensive knowledge of Swiss law and other relevant legal provisions and that they comply with them.

4. Transparent pricing and service design

- **Clear and comprehensible disclosure of price and service:** At the request of customers, companies must be able to clearly disclose their price structures (e.g., commission rates, additional fees) and ensure that customers are informed in advance and at all times about all possible costs. On request, customers will, for example, Example invoices with typical cost structures provided with a list of who pays what.
- **Transparent service list:** The companies can provide clear information about the steps and measures they take to fulfill the customer's order: This can include, but is not limited to: How many advertisements/listings are placed where, how many viewings are carried out, etc.

5. Reliability and professionalism

- **Punctuality and organization:** The companies keep agreed appointments, organize visits efficiently and are always well prepared.
- **Reliability:** The companies keep agreements, make realistic assessments and deliver the promised services on time. In particular, the companies refrain from making false promises and rely on realistic price estimates.

6. Strong customer orientation

- **Needs analysis:** The companies take the time to understand the wishes and needs of their customers and offer tailor-made solutions.
- **Target group orientation:** The companies strive to understand and respond to the specific needs of different target groups (e.g., first-time buyers, older people, investors).
- **Representation of interests:** The companies take care to protect the interests of either the seller or the buyer and to enable a fair conclusion.
- **Obtaining customer feedback:** After the conclusion of the transaction, the company endeavors to obtain customer feedback from the customers.

7. Technological skills and data protection

- **Digital tools and platforms:** Companies strive to use modern digital tools to market real estate, such as virtual tours, professional photography, and innovative marketing approaches.
- **Data management and data protection:** The companies comply with Swiss data protection and, in particular, the data security of customer data and can document compliance.

8. Customer satisfaction and service quality

- **Rating system:** The companies have a publicly available rating system that can be used by customers immediately after the conclusion of a purchase or rental to evaluate the service quality of the company. This can be done via their own website, Google reviews or other portals, whereby an anonymous review must also be possible. In addition, the companies inform customers of ways in which they can submit reviews.
- **Customer service and complaints:** The companies set standards for response times to inquiries and procedures in complaint management. Companies are encouraged to have a mandatory complaints office for dissatisfied customers in order to resolve conflicts fairly and satisfactorily for all parties.
- **Accessibility and flexibility:** The companies ensure good accessibility of the company, including clear communication channels and quick feedback.

9. Availability of references

- **Customer reviews:** The companies have positive feedback from previous customers, which indicates basic satisfaction with their services. In particular, they can provide references and case studies that give an insight into their expertise. The companies can demonstrate successful outcomes (e.g., with success stories).

10. Sanctions and review procedures

- **Regular reviews and audits:** comparis.ch constantly encourages its users to review the companies and to communicate complaints or dissatisfaction with a company to Comparis and its partners. This can be done, for example, via the address: siegel@comparis.ch or via the general contact channels of comparis.ch. Regular mystery audits ensure that compliance with the criteria and standards in accordance with the Terms of Use and License, including the Appendix, can be ensured.
- **Sanction mechanisms:** In the event of misuse of the seal or in the event of violations of the criteria and standards in accordance with the Terms of Use and License Terms, including the Annex, sanctions such as a warning and the withdrawal of the seal are provided for in accordance with the applicable Terms of Use and License Terms.
- **Clarification of complaints:** The companies cooperate fully with comparis.ch at their own expense in the clarification of complaints from customers if there are indications that a company has violated the conditions underlying the seal.

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