

Comparis Real Estate Quality Label

for trustworthy estate agents

- ✔ **Trustworthy:** mandatory and transparent self-declaration
- ✔ **Transparency:** clear information about services and prices
- ✔ **Security:** reputable and reliable providers at a glance
- ✔ **Industry standard:** services that go beyond the standard
- ✔ **Comparability:** uniform criteria for easy selection

The basis



Trust is the strongest form of customer loyalty

Comparis has been building trust with consumers for just under 30 years thanks to its independent comparisons and established quality labels.



The right partner for the successful sale of your property

For more than 20 years, Comparis has been promoting transparency and comparability in the market with a wide range of quality labels. With our new self-declaration label, we are now also offering clear guidance in the real estate sector.



About Comparis

High level of brand awareness

95 %

of Swiss internet users are familiar with our comparisons

High-traffic website

80 million

visits per year to comparis.ch

Independent

0

there are no partner companies or government agencies with a stake in the company



The independent quality label

The **quality label for estate agents** in Switzerland is based on **objective criteria and customer satisfaction**. Working together with representatives from the industry, Comparis has defined criteria and standards to which brokerage firms awarded the label commit themselves within the framework of self-declaration.

This establishes trust – not only with customers, but also with your partners.






The Comparis label for self-declaration

The Comparis label for brokerage firms is a new quality label for self-declaration of compliance with the strictest standards.

In an industry that demands trust and professionalism, the Comparis Label sets new standards. As the leading comparison service in Switzerland, we have created **this label to distinguish particularly customer-oriented and reliable companies from the competition.**

The label shows potential customers **at a glance which companies impress with outstanding levels of service quality and transparency.** By working together with comparis.ch and agreeing to the Terms and Conditions of Use, brokerage firms can use the quality label in their marketing and communication channels. As a participating company, you benefit from the credibility of our brand and the long reach of our portal to make your expertise and trustworthiness visible.



 **Stand out from the competition – create the basis for building up the trust of your future customers.**

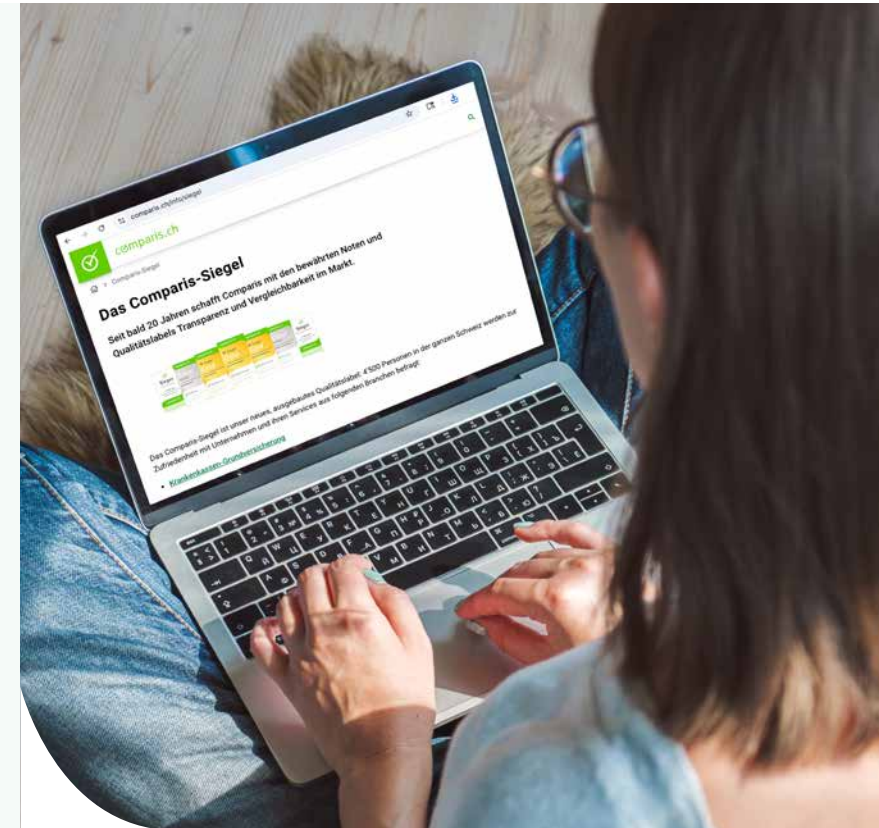



A sign of the highest level of quality and trust

The Comparis Real Estate Quality Label for brokerage firms **is synonymous with outstanding quality standards that go far beyond the usual industry requirements. It is a reliable sign of professionalism, integrity and excellent service.**

Brokerage firms that are awarded this label are committed to the highest standards. These include **professional qualifications, strict ethical standards, transparent pricing, reliable working methods and a consistent focus on the needs** of customers.

The Comparis Label is more than just an award – **it is a promise of quality, reliability and first-class service in real estate brokerage.** If you opt for a certified brokerage firm, you can count on a professional and trusting working relationship.



 Here, you can find an overview of all the criteria for the Comparis Label comparis.ch/info/siegel

Why the Comparis Label?



Your advantages at a glance



Delivering assurance for your customers

Show potential customers that you are a trustworthy choice. The Comparis Label is a sign of quality and reliability. Foster the trust of future customers in advance.



Give your reputation a boost

Use the label in all your marketing and communication channels to stand out from the competition. It stands for excellence and the highest level of customer service.



Simple application process

After agreeing to our contract and the Terms and Conditions of Use, you can obtain the Comparis Label for a fee and immediately integrate it into your marketing and communication materials.

Join an exclusive group of brokerage firms that are recognised for their outstanding performance and benefit from a partnership with comparis.ch.

Further information is available at comparis.ch/info/siegel



Build trust: customers prefer certified and transparent companies.



Give your reputation a boost: the label is a sign of quality and sets you apart from the competition.



Increase your reach: the label is a sign of quality and sets you apart from the competition.



Fast acquisition: simple and immediate use after signing the contract.



High level of brand awareness: benefit from the strong reputation of and high level of traffic on comparis.ch.

We look forward to hearing from you!

Do you have any questions? We can help you.
Please contact us by email at:



siegel@comparis.ch