



XCHANGE  
SOLUTIONS, INC.

By  
American Ratings Corporation  
*Defining Excellence*

October 2007

## DIAMOND CERTIFIED® Rating and Certification Report

October 23, 2007

Kevin Hereford  
Xchange Solutions, Inc.  
3031 Tisch Way, Suite 901  
San Jose, CA 95128

Dear Mr. Hereford:

We declare that Xchange Solutions, Inc. has scored highest in quality in client satisfaction, passed each of the necessary rating steps and earned the Diamond Certified® award.

Our rating was conducted according to rigorous, internally developed certification standards. For Xchange Solutions, Inc., these included the following:

- Rating the relative level of client satisfaction during the previous one to three years. A score of 90.00 or higher was necessary to qualify for Diamond Certified®.
- Verifying state required, professional license(s)
- Confirming the existence of commercial general liability insurance
- Confirming the existence of professional liability insurance
- Confirming the existence of workers' compensation coverage
- Reviewing complaint bureau statuses.

We believe our rating and evaluation provide a reasonable basis for the certification results presented in this report.

Now that Xchange Solutions, Inc. has earned Diamond Certified®, it must maintain these high standards to keep the certification active. Ongoing monitoring of these standards is part of the qualification requirements for Diamond Certified®. This monitoring includes ongoing client satisfaction research, notification of change of insurance status and participation, if necessary, in the Diamond Certified® mediation process.



Guy S. Sherman  
Vice President of Ratings

# TABLE OF CONTENTS

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Rating Methodology	4
Certification Standards and Rating Results	
Professional State License	5
Commercial General Liability Insurance	6
Professional Liability Insurance	6
Workers' Compensation Insurance	6
Complaint Review	7
Client Satisfaction Survey	8
Research Questionnaire	9
Question 1 Exhibit	10
Question 2 Exhibit	11
Question 3 Responses	12

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## **RATING METHODOLOGY**

In order to determine Xchange Solutions, Inc.'s ability to meet the Diamond Certified<sup>®</sup> rating and certification standards, an American Ratings Corporation ("ARC") representative interviewed the Company's senior manager at the Company's place of business to determine the trade or professional services being performed. The Company represents that all license, complaint, insurance and client record information has been made available to ARC and is sufficient to perform an evaluation of the Company in accordance with American Ratings Corporation's certification criteria. ARC personnel, or their authorized representatives, then independently performed all certification procedures described herein. In our opinion, this report presents fairly the results of our evaluation and the qualification of Xchange Solutions, Inc. for Diamond Certified<sup>®</sup>.

## **CERTIFICATION STANDARDS AND RATING RESULTS**

### **PROFESSIONAL STATE LICENSE VERIFICATION:**

1. American Ratings Corporation's license certification standard for the Company's trade or profession is compared with the Company's actual licensing status.

*Certification Standard:*

*a. Valid California State Professional License*

2. American Ratings Corporation contacted appropriate state licensing board(s) and confirmed each license is current and valid.

*License Status Results:*

*a. Not required*

3. Verification Date: October 5, 2007

**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> license certification standard**

**COMMERCIAL GENERAL LIABILITY, PROFESSIONAL LIABILITY  
AND WORKERS' COMPENSATION INSURANCE VERIFICATION:**

1. American Ratings Corporation's insurance certification standard for the Company's trade or profession is compared with the insurance types and coverages represented in the Company's certificates of liability insurance.

*Certification Standard:*

- a. *In-force Commercial General Liability Insurance*
  - b. *In-force Professional Liability Insurance*
  - c. *In-force Workers' Compensation and Employers' Liability Insurance*
2. The Company's insurance agents were contacted, coverage verified and certificates of insurance were obtained.

*Insurance Status Results:*

- a. *Commercial General Liability Insurance – Hartford Casualty Insurance Company #57 SBA GB7819*
  - b. *Professional Liability Insurance – Lloyd's of London #0708-00111079A*
  - c. *Workers' Compensation and Employers' Liability Insurance – The Hartford Insurance Group #57 WEC RQ9851*
3. Verification Date: October 18, 2007

**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> insurance certification standard**

## COMPLAINT STATUS REVIEW:

1. American Ratings Corporation utilized industry-specific licensing agencies and the Better Business Bureau in the local market area. These bureaus were contacted and requested to provide the number and nature of complaints received regarding the Company during the most recently available period. Certain complaint and license bureaus supplied detailed information, while others provided a general status condition.

Certification Standard:

- a. *No significant state licensing agency violations or disciplinary actions during the previous three years relative to the company's volume and work product*
  - b. *Satisfactory resolution of all reported complaint issues*
2. American Ratings Corporation may have requested additional details regarding a specific complaint case from the Company. The Company has responded appropriately and provided a specific explanation.

Rating Results:

- a. *Not applicable*
  - b. *No complaints have been filed with the Better Business Bureau*
3. Review Date: October 23, 2007

**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> complaint certification standard**

## **CLIENT SATISFACTION SURVEY:**

1. American Ratings Corporation selected a sample of up to 400 records of clients who received service during the previous three-year period. Xchange Solutions, Inc. warranted these records were selected from the population of all clients in the service rating area during that period.

### *Certification Standard:*

*Minimum Client Satisfaction Survey composite score of 90.00 on a 100.00 point scale*

2. American Ratings Corporation completed a total of 100 phone surveys between October 9 and October 18, 2007. American Ratings Corporation made up to six re-calls on valid telephone numbers that had not responded, e.g., no answer, busy signal, answering machine, or call back later.

### *Client Satisfaction Survey Results:*

- a. *Question 1, scale of 1–10 result: 9.680 mean score converted to 96.80 on a 100.00 point scale*
- b. *Satisfaction level of six or greater result: score 100.00 (representing percentage of responses rated six or above)*
- c. *Complaint status result: score 100.00*
- d. *Question 2, loyalty/recommendation result: score 100.00*
- e. *Question 3, satisfaction responses: See response section*

***Xchange Solutions, Inc. Client Satisfaction Survey composite score: 99.10***

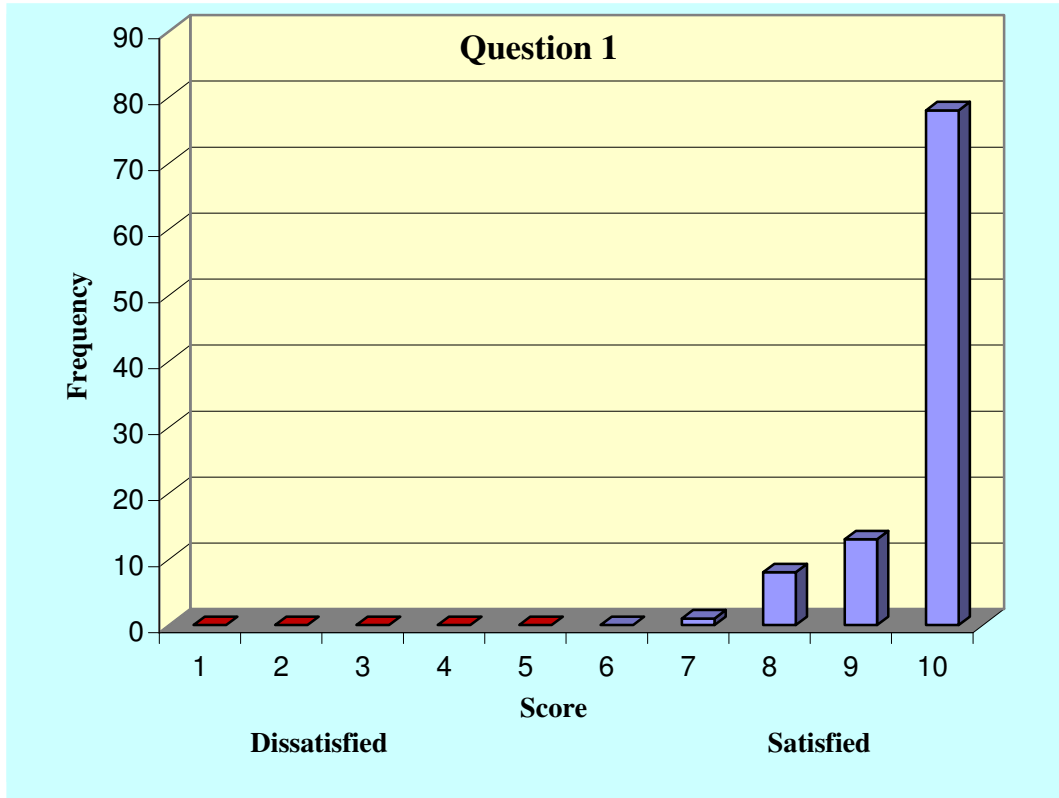
**Result: Meets the *DIAMOND CERTIFIED*<sup>®</sup> client satisfaction survey certification standard**

## **RESEARCH QUESTIONNAIRE**

Good (morning / afternoon / evening) this is \_\_\_\_\_ calling from American Ratings Corporation in reference to Xchange Solutions, Inc. We are conducting a confidential client satisfaction survey. Do you have one minute to answer three questions?

1. On a scale of one to ten, with one being very dissatisfied and ten being very satisfied, how do you feel about the quality you most recently received from Xchange Solutions, Inc.?
2. If you needed real estate exchange services in the future, would you use Xchange Solutions, Inc. again?
3. What did you like best about Xchange Solutions, Inc.?

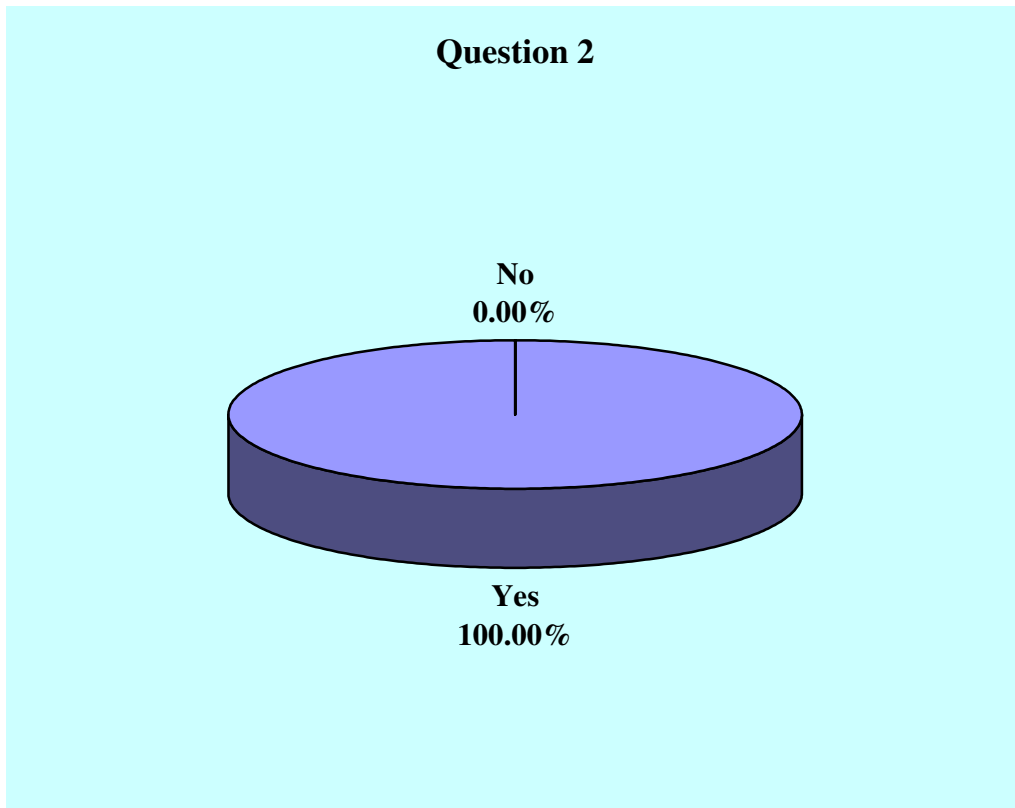
Q1. On a scale of one to ten, with one being very dissatisfied and ten being very satisfied, how do you feel about the quality you most recently received from Xchange Solutions, Inc.?



	Score	Frequency	Cumulative Frequency	Percent	Cumulative Percent
Dissatisfied	1	0	0	0.00%	0.00%
	2	0	0	0.00%	0.00%
	3	0	0	0.00%	0.00%
	4	0	0	0.00%	0.00%
	5	0	0	0.00%	0.00%
	6	0	0	0.00%	0.00%
Satisfied	7	1	1	1.00%	1.00%
	8	8	9	8.00%	9.00%
	9	13	22	13.00%	22.00%
	10	78	100	78.00%	100.00%
	Total	100			

Statistical results for 100 observations:  
 Mean: 9.680 Standard Deviation: 0.66  
 Percent of responses 6-10: 100.00%

Q2. If you needed real estate exchange services in the future, would you use Xchange Solutions, Inc. again?



Value	Frequency	Percent
Yes	100	100.00%
No	0	0.00%
Total	100	100.00%

### Q3. What did you like best about Xchange Solutions, Inc.?

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q3. Response</u>
1	10	Y	I expect them to provide the service that they promise. But they go beyond that to assist me.
2	10	Y	They're very knowledgeable, responsible, and prompt.
3	10	Y	They were completely expeditious and polite. I had a very positive experience.
4	10	Y	They were very easy to work with. They really go the extra mile for the client.
5	10	Y	They handled a very complicated transaction for me and did it well.
6	10	Y	They were always available when I called or emailed them. They were very customer service oriented.
7	10	Y	I really like Joe.
8	10	Y	They're very courteous, cooperative, and very knowledgeable.
9	10	Y	Kevin knows what he's doing. We've been doing business together for years.
10	10	Y	The personalities of the people that I dealt with
11	10	Y	I have always worked with Kevin. He's been great at helping me brainstorm solutions and bringing things together.
12	10	Y	Their complete cooperation and professionalism
13	10	Y	I just think they're a great company.
14	10	Y	They're very responsive and consistent.
15	10	Y	They understand the process.
16	10	Y	The people that work there are very friendly.
17	10	Y	They have good communication, they're knowledgeable, and the price was good.
18	10	Y	Their efficiency and knowledge
19	10	Y	I think they do a great job. Kevin is great.
20	10	Y	They answered all my questions. It was always easy to get a hold of somebody.
21	10	Y	They're always available.
22	10	Y	I love Kevin. He is very professional. He is just super helpful and very responsive.
23	10	Y	The staff is professional, friendly, and they really go the extra mile.
24	10	Y	We got what we needed quickly.
25	10	Y	They're very efficient.

### Q3. What did you like best about Xchange Solutions, Inc.?

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q3. Response</u>
26	10	Y	The fact that they did their work without me bothering them, it was an easy process.
27	10	Y	The cost
28	10	Y	They're prompt, honest, and professional.
29	10	Y	I like the service that Kevin provides.
30	10	Y	I like the way they do business.
31	10	Y	The flexibility and the service
32	10	Y	They are available all the time, they are very helpful, and they answer all of my questions.
33	10	Y	I deal with Kevin down there. He always takes care of everything.
34	10	Y	Their prompt response, they work quickly.
35	10	Y	They're just great. Kevin is fabulous.
36	10	Y	Prompt response, friendliness, and the cooperative team coordination
37	10	Y	I really like Kevin. He's awesome.
38	10	Y	They're efficient, available, and personable.
39	10	Y	They're very responsive, and they always answer their phones.
40	10	Y	I just like them. They do really good work.
41	10	Y	They were user-friendly.
42	10	Y	They're very responsive.
43	10	Y	The service
44	10	Y	I can always get a hold of Kevin if I have any questions.
45	10	Y	The prompt attention to whatever I needed
46	10	Y	They get my documents back to me right away, very quickly.
47	10	Y	They're friendly and their paperwork is minimal. I also felt that Kevin was very helpful.
48	10	Y	I like the personal service that they give. I've worked with Kevin for two years, and he's always been very personable.
49	10	Y	They were easy to deal with.
50	10	Y	They do a very good job.
51	10	Y	They're always available to answer any questions.
52	10	Y	I liked their fee. They were personable, quick, helpful, and easy to deal with.
53	10	Y	They're just very helpful.
54	10	Y	Their response time
55	10	Y	Their customer service
56	10	Y	Kevin's quick response

### Q3. What did you like best about Xchange Solutions, Inc.?

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q3. Response</u>
57	10	Y	They are very easy to deal with.
58	10	Y	The efficiency and quick turnaround
59	10	Y	They were prompt, accurate, and courteous. Their prices are also very good.
60	10	Y	They're easy to work with and very professional.
61	10	Y	Friendly and timely response
62	10	Y	I was very satisfied with them.
63	10	Y	They seemed to be on top of things.
64	10	Y	They're very cooperative and communicative.
65	10	Y	They're very prompt.
66	10	Y	I like their sales representative, Joe.
67	10	Y	The service
68	10	Y	Kevin Hereford is awesome and very intelligent.
69	10	Y	They're very efficient and timely.
70	10	Y	They're just very prompt.
71	10	Y	The creativity
72	10	Y	They're very easy to work with.
73	10	Y	We just haven't had any problems with them.
74	10	Y	They were very responsive.
75	10	Y	They were very quick.
76	10	Y	They did a great job and Kevin was very professional.
77	10	Y	They're very quick and very responsive.
78	10	Y	Everything went really smoothly.
79	9	Y	Their flexibility and clarity, they met all of my needs.
80	9	Y	They were responsive.
81	9	Y	Everyone likes Kevin. He does a very good job.
82	9	Y	They were very experienced and knowledgeable.
83	9	Y	They're just very hands-on.
84	9	Y	I guess I liked their promptness.
85	9	Y	The professionalism
86	9	Y	We were always able to talk to someone who was nice. They were also prompt.
87	9	Y	They're easy to work with.
88	9	Y	Their knowledge and communication
89	9	Y	They were quick in getting the instructions to us.
90	9	Y	They were very efficient.
91	9	Y	Their promptness and customer service
92	8	Y	They're very responsive.
93	8	Y	The low fees

**Q3. What did you like best about Xchange Solutions, Inc.?**

<u>Count</u>	<u>Q1.</u>	<u>Q2.</u>	<u>Q3. Response</u>
94	8	Y	They did a good job.
95	8	Y	They're always very friendly.
96	8	Y	Their prompt service
97	8	Y	I really like Kevin. He's awesome.
98	8	Y	They were easy to work with.
99	8	Y	We just never had any problems with them. They were easy to deal with.
100	7	Y	Their customer service and promptness