



Automating Excellent Results
quigler.com

JULY 18, 2016: FOR IMMEDIATE RELEASE

QUIGLER 1.0 LAUNCHED

Resolves biggest pain point of Consumers with real estate agents.

Agent accountability can move to new heights.

Greenwich, CT:

Quigler, Inc. announces the release of Quigler 1.0 (<http://bit.ly/quigler>), a revolutionary iPhone app that brings absolute clarity and accountability to real estate transactions. In the process it vastly enhances business communication between agents and clients. At the touch of an iPhone, consumers can track their agents' activities and, at the conclusion of the transaction, see an objective grade in the form of A, B, C, etc.

Using its patent-pending process, Quigler employs a checklist of Steps and Actions for agents and consumers. Even good REALTORS® who perform these Steps and Actions, often fail to tell their clients. Newer agents often do not know what Steps and Actions to perform.

Now, newer agents will know what to do and seasoned agents can be certain the consumer knows what they have done. In this way, Quigler raises the bar on the brokerage industry and creates unprecedented transparency and real time communication between consumers and agents.

With Quigler, sellers have 14 "Steps" agents should employ. Under those Steps are 68 "Actions." For buyers, there are 9 "Steps" and 57 "Actions." All are based upon



Automating Excellent Results

quigler.com

objective, verifiable industry best practices in accordance with federal law, and the Code of Ethics of the National Association of REALTORS®.

Over the next few months Quigler will augment and update its content on a state by basis. In addition, Quigler will produce an automated Update Letter for Agents to consumers, relieving this pain point for both Agents and their clients. Quigler is also launching an Android version.

Founder and CEO David M. Michonski says: "Quigler is the first app to align an agent with the best practices determined and required by the industry itself and what federal and state laws require. There is nothing subjective here—all the Actions are based upon objective specific rules dictated by state licensing boards and attendant laws."

The app is free in the iPhone App Store.

First-time users on Quigler can Search for their agent or if their agent has not yet signed on, they can "Invite" them. When an agent performs an Action for the Consumer, he or she just clicks "yes" on their cell iPhone and the consumer is notified. Quigler then keeps a log of everything the agent has done for the consumer.

At the end of the transaction, Quigler ascribes a grade to the Agent based upon the objective criteria. The consumer can agree or disagree with the Quigler grade and can add their own subjective grade (which may be higher or lower) which will then appear side by side with the Quigler objective grade. Both are then published in Quigler's Search for other consumers to see.

Quigler offers a free 48 hour trial for agents.

When an agent completes all the Actions associated with a Step, performance is assessed on a 100 point scale that translates into letter grades from "F" to "A+." Consumers and agents can access the ongoing grades immediately in real time. Unlike prior rating, grading and reviews sites, Quigler's grades are not based upon subjective reviews that often can be manipulated. Quigler grades are based upon



Automating Excellent Results
quigler.com

one objective industry standard. And unlike sites that provide grades after the service is rendered, Quigler's grades are available during the buying or selling process.

Barbara Fairfield, a Quigler Founder, adds:

"Quigler's revolution consists of agents always being able to look at their cell phone and if their grade is less than an A, they can immediately self-correct, meaning they can operate at peak performance. No prior reviewing or grading site has ever provided agents with the possibility of 24/7 ongoing improvement."

Quigler provides three grades for agents: (1) a "Step Grade" upon completion of all the Actions associated with a Step (visible to the agent's client), (2) an "Ongoing Grade," which is the average of 2 or more completed Steps, (visible to the agent's client), and (3) a "Final Grade" which is the average of all Steps (visible to the public on the Agent's profile). Consumers can go into the app and search for agents in their area based upon grade level.

Quigler is now filling the app with agents at www.Quigler.com/agent focusing on approximately 1100 markets around the U.S. It is offering agents an "Early Adopter Founding Agent" full subscription for \$298/yr, a 50% discount. Agents then agree to and complete the Ethical Checklist, a compilation of over 80 ethical principles that industry best practices require an agent follow. Upon completing and agreeing to the Ethical Checklist, the agent receives their first grade, allowing the agent to appear in Searches for agents in their market.

Quigler is beginning with the real estate brokerage industry before moving into automating the accountability of other service industries such as mortgage brokers and investment advisors. The app is also being translated into Spanish to serve the burgeoning first time homebuyer Spanish-speaking market. Quigler also is expanding into Mexico and Canada.

Says Michonski, "Over time we will extend our app programming to other service industries and bring rating and grading out of a subjective, highly manipulated world into the open air of objective reviews."



Quigler

Automating Excellent Results
quigler.com

FOR MORE INFORMATION CONTACT:

David Michonski
David@Quigler.com
203-570-5477

Barbara Fairfield
Barbara@Quigler.com
860-343-7978

FOR TECHNICAL INFORMATION:

Philip Kiracofe
Philip@Quigler.com
917-720-6430

Connect with us:

<http://bit.ly/quigler>