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NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Jay and Kyle Mitchell Receive Platinum Service Recognition

Sarasota, Florida – February 22, 2011 – Jay and Kyle Mitchell of Prudential Palms Realty in Sarasota, FL were awarded the highest level of service achievement in the real estate industry, Quality Service Certified® Platinum. The award is in recognition of earning 100% client service satisfaction in 2010, as measured by Leading Research Corporation (LRC).

Quality Service Certified (QSC) status is the only award in the real estate industry based on independently validated, measurable service results. Clients of QSC agents receive a customer satisfaction survey at the end of each transaction. The surveys are administered and the results are compiled by LRC.

Client feedback from the surveys becomes part of the agent's credentials. An overall satisfaction rating is displayed on a consumer web site, www.qualityservice.org, where sellers and buyers have the ability to select a real estate professional based upon each agent's validated record of service satisfaction.

"Nothing is more important to a prospective client in selecting a professional than the service results achieved with past clients," says Larry D. Romito, president and CEO of QSC. He adds, "Consumers have greater confidence in service reliability, results and satisfaction with a Quality Service Certified real estate professional because they know that agent's service record has been validated by an independent third party. A 100% service satisfaction record like Jay and Kyle Mitchell have achieved is just awesome."

About Prudential Palms Realty and Prudential Lakewood Ranch Realty

Prudential Lakewood Ranch Realty and Prudential Palms Realty are sister companies offering comprehensive real estate services in residential and commercial real estate, rentals and property management, short sale services and an international division. Prudential Palms and Prudential Lakewood Ranch serve Sarasota and Manatee Counties. For more information, visit www.prudentialpalmsrealty.com.

Grapevine Communications is a full-service, award-winning advertising, marketing and public relations firm based in Sarasota, Florida, and serving clients nationwide. The firm was awarded the 2010 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email pr@grapeinc.com.

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