



Dear John,

Unlike traditional polling and quantitative research, Competitive Edge's use of focus groups helped the Pacific Southwest Association of REALTORS® to understand the attitudes, needs, and feelings of the community, rather than simply measure them. When coupled with traditional polling, this understanding was critical when communicating with the public in our recent campaign in opposition to a ballot box planning initiative that promised to negatively impact the quality of life in the City of Chula Vista. The insight that Competitive Edge provided was critical to our success. The knowledge we gleaned helped us to educate the public about the issues that mattered to the community.

We were very satisfied with the results of our project and appreciate the professionalism that both you and your staff exercised. The research provided by your firm was instrumental in helping us to achieve our goals.

Sincerely,

Richard D'Ascoli  
Director of Government Affairs  
The Pacific Southwest Association of REALTORS®



Affiliated with California Association of REALTORS® & National Association of REALTORS®

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