



REPORT
CUSTOMER SATISFACTION STUDY

LdC Property Consulting & Marketing

Prepared by **HugSpeak Consulting**

November 2013

Lauren is ...

Wonderful and Easy to Work With.

- Working with Lauren was wonderful. We'd heard a lot of horror stories about buying a home. We were dreading the process. But it was so much easier than what we were expecting and I credit Lauren with most of that. – *Rachel Bachmann*
- We had a good time together. She's fun to work with – *Becky Thomas*
- She's the complete package. She's very professional, but also very easy to get along with. We appreciated her entire demeanor ... the way she handled the entire process. She made it very easy for us. She made it as easy as it could have been. She really made it easier, answering questions all along the way. She raised our comfort level throughout the entire process. She was just stellar. – *Ben Martin*
- Working with Lauren was very pleasant. Very easy. – *Kim Doty*
- She's a very nice person. – *Tony Gioia*
- Working with Lauren is like working with a friend. She has a wonderful personality. – *BJ Lewis*
- Lauren is the best. The absolute best! She's easy to work with. – *Kathleen Cramer*
- Lauren was delightful. Working with her was excellent. She was great. We totally enjoyed the experience. – *Dave Burgess*

Lauren is ...

Knowledgeable. Smart.

- She's comforting, but at the same time very knowledgeable about the entire home-buying process. There was never any point where she was unable to answer a question. She was always knowledgeable. – *Ben Martin*
- She knew what to look for like sewer lines and dirt outside homes that could indicate flooding issues. She knows what she's doing. – *Tony Gioia*
- Her knowledge of the market was very beneficial to me. Lauren told me what I needed to do to put my house on the market. It was very minimal. Another realtor wanted me to spend \$20,000, but there's no guarantee you would get that back. The property I sold with her wasn't in the best shape, but she got me what I wanted as far as price was concerned. I called Lauren one day and two days later it sold. – *BJ Lewis*
- She really knows the ins and outs. I lost my house in the Black Forest Fire. I needed tax returns, and I didn't know where to get them. Lauren did. She had lots of knowledge I didn't even know realtors were supposed to have. – *Kim Doty*
- She's incredibly knowledgeable. She really knows what she's talking about. If she doesn't know, she'll do everything she can to find out. She's very well-connected with home inspectors and others. She was very knowledgeable and available. – *Rachel Bachmann*
- She's knowledgeable. She knows the area. She's smart. – *Dave Burgess*
- She's very, very smart. – *Kathleen Cramer*

Lauren is ...

Responsive. Attentive. Dedicated.

- She was always very attentive. She always had time for us. She never put us off. There was never any point where she was not available. She was always available. – *Ben Martin*
- She's very responsive. – *Kim Doty*
- She was willing to show us as many places as we needed to see to find the right one. I really appreciated the time she spent with us. – *Rachel Bachmann*
- We appreciated her availability. She is accommodating to the nth degree. She never made us feel like we were asking too many questions. – *Dave Burgess*
- I bought a house several years ago and it was the worst experience. I told my lender what had happened and she gave me Lauren's name. One of the things I said to her was, "Keep me in the loop." And she did. I don't have a computer and she was very patient with me about waiting for me to get to a computer. She's alert to little things that can happen, and when they do, she's ready. – *Kathleen Cramer*
- Lauren is straight-forward and direct. She's very dedicated. – *Becky Thomas*

Lauren is ...

Looking Out for You.

- She's open to what you want to do. You want to make the offer you want to make and she won't snub that. She really is standing up for you and she represents *your* best interests. Other realtors might turn their nose up at a house you like or a price you want to offer. – *Becky Thomas*
- I appreciated her willingness to work with me. She understood when I didn't want to sell another house to an investor that wanted to steal it out from under me. – *BJ Lewis*
- She's not pushy. – *Adam Wade*
- She seemed to be genuinely interested in what **we** wanted and tried to help us find that. She wasn't just trying to get a commission. She put our needs over her own. – *Rachel Bachmann*
- I wanted a one bedroom townhome and those are hard to come by. After we had seen about 20, Lauren was losing hope, but she didn't give up until I gave up. She was never perturbed if I said, "Can I go back and look at this one again?" She knew that this was my purchase, so it was something I needed to like ... needed to love. She would always give me the advantages and disadvantages of a property, but not for the purpose of dissuading me. She was just looking out for me. Who does that? I was so impressed with her. She would direct me, bring me back to reality. But she was never condescending. She was always really, really good. – *Kathleen Cramer*

Lauren is ...

Willing to Go the Extra Mile.

- Something happened during the inspection that wasn't good. Lauren said, "I'm just going to buy you a year's worth of appliance warranty and she did." A month later, my microwave went out and because of my warranty it was really cheap to fix. That warranty was there for me. It was a blessing. – *Kathleen Cramer*
- She really goes the extra mile. – *Rachel Bachmann*
- She went the extra mile to answer all our questions, and she did extra work another realtor might not do. She did extra leg work and didn't burden us unless it was important. She helped us connect with the home inspector and provided extra assurance that improved the process that much more. – *Ben Martin*
- She left a gift in the house when everything closed. I thought that was very impressive. A very nice touch. – *Tony Gioia*

Good at Explaining Things.

- When we decided to work with Lauren, as part of her pre-home searching chat, she had a bundle of information and walked us through every step of every phase. We were first-time home buyers. We had heard all the horror stories, but after she walked us through it, it wasn't daunting anymore. She's very thorough in making sure you understand the next step in the process. – *Dave Burgess*
- She was very quick, very sharp, and always explaining things in lay terms for me. – *Kathleen Cramer*
- She's very capable of walking you through all the steps. – *Ben Martin*

Lauren is ...

Detail-Oriented. Thorough.

- Helping with contracts is a big deal because you want to make sure they are done right. She makes sure all the I's are dotted and the T's are crossed. – *Becky Thomas*
- She does what she says she's going to do. When she says she's going to call, she does. There's another realtor I was going to go through, but he didn't call me when he said he would. Lauren did. She dotted all her I's and crossed all her T's. – *BJ Lewis*
- She is very detail oriented and good at follow up. – *Kim Doty*
- She's very thorough about building your profile and sending information on listings. – *Dave Burgess*

Good at Finding Investment Property

- She's good at finding investment opportunities. She's good at identifying what might make a property work or thinking outside the box. She's also good at negotiating prices. We've gotten a lot of deals done. We found some really good deals together. We're working on our 5th deal together. – *Becky Thomas*
- She was able to anticipate what I might be looking for based on the information I gave her. I didn't have to wait for anything. She was very proactive and spot-on with her assessment of the market. We match on a number of different fronts. There was good chemistry as to what she saw in the market and what I was looking for. She has a good ability to evaluate and give an honest opinion. – *Adam Wade*

All respondents would recommend Lauren to other buyers and sellers.

Half already have recommended Lauren.

Everyone gave permission for Lauren to
use their names and words in
promotional materials

We would never hesitate to recommend her. – Ben Martin

Lauren is where all my referrals go. She's an amazing realtor that does the job thoroughly and that I can highly recommend to my clients as well as continue to use myself. – Adam Wade

I'm always going to highly recommend her to anyone looking to buy or sell a house. That's a testament to the great job she did. – Rachel Bachmann

Testimonials



“ Lauren was delightful. Working with her was excellent. We totally enjoyed the experience. When we decided to work with Lauren, as part of her pre-home searching chat, she had a bundle of information and walked us through every step of every phase. We were first-time home buyers. We had heard all the horror stories, but after she walked us through it, it wasn't daunting anymore. We appreciated her availability. She is accommodating to the nth degree. She's very thorough in making sure you understand the next step in the process, very thorough about building your profile and sending information on listings. She's knowledgeable. She knows that area. She's always available. She's smart. She never made us feel like we were asking too many questions.” – Dave Burgess

“ Lauren is where all my referrals go. She's an amazing realtor that does the job thoroughly and that I can highly recommend to my clients as well as continue to use myself. She has a good ability to evaluate and give an honest opinion. She's not pushy. She does comprehensive marketing. She's a true professional. She was able to anticipate what I might be looking for based on the information I gave her. I didn't have to wait for anything. She was very proactive and spot-on with her assessment of the market.” – Adam Wade

Testimonials



“ “ She really knows the ins and outs of real estate. I lost my house in the Black Forest Fire. I needed tax returns, and I didn't know where to get them. Lauren did. She had lots of knowledge I didn't even know realtors were supposed to have. She is very detail oriented and good at follow up. She's very responsive. Working with Lauren was very pleasant, very easy. ” – Kim Doty

“ “ Lauren is the best. I bought a house several years ago, and it was the worst experience. I told my lender what had happened and she gave me Lauren's name. She is the absolute best! One of the things I said to Lauren was, “Keep me in the loop.” And she did. I don't have a computer and she was very patient with me about waiting for me to get to a computer. I wanted a one bedroom townhome and those are hard to come by. After we had seen about 20, Lauren was losing hope, but she didn't give up until I gave up. She was never perturbed if I said, “Can I go back and look at this one again?” She's easy to work with. She knew that this was my purchase, so it was something I needed to like ... needed to *love*. She would always give me the advantages and disadvantages of a property, but not for the purpose of dissuading me. She was just looking out for me. Who does that? I was so impressed with her. She's alert to little things that can happen, and when they do, she's ready. She's very, very smart. She would direct me, bring me back to reality. But she was never condescending. She was always really, really good. She was very quick, very sharp, and always explaining things in lay terms for me.” – Kathleen Cramer

Testimonials



“ Lauren is straight-forward and direct. She's very dedicated. She makes sure all the i's are dotted and the t's are crossed, which is a big deal with contracts because you want to make sure they are done right. She's also good at negotiating prices. She's open to what you want to do. You want to make the offer you want to make, and she won't snub that. Other realtors might turn their nose up at a house you like or a price you want to offer. She really stands up for you and represents *your* best interests. She's good at finding investment opportunities. She's good at identifying what might make a property work or thinking outside the box. We found some really good deals together, and we've gotten a lot of deals done.” – Becky Thomas

“ Working with Lauren is like working with a friend. She has a wonderful personality. She does what she says she's going to do. When she says she's going to call, she does. There's another realtor I was going to go through, but he didn't call me when he said he would. Lauren did. Her knowledge of the market was very beneficial to me. Lauren told me what I needed to do to put my house on the market. It was very minimal. Another realtor wanted me to spend \$20,000. The property I sold with her wasn't in the best shape, but she got me what I wanted as far as price was concerned. I called Lauren one day and two days later it sold. She understood when I didn't want to sell another house to an investor that wanted to steal it out from under me.” – BJ Lewis

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“ Lauren is very professional and takes her job very seriously. She knew what to look for like sewer lines and dirt outside homes that could indicate flooding issues. She knows what she's doing. She's also a very nice person. She left a gift in the house when everything closed. I thought that was very impressive. A very nice touch.” – Tony Gioia

Testimonials



“ “ We worked with a couple of realtors before I contacted Lauren, and she was the best realtor to work with. It was like working with a friend. My wife and I were so picky, and she was so patient. She understood what we wanted. She did a great job. She helped us find the perfect house. She explained everything to the smallest detail. With your first house, you don't have the knowledge about the real estate market. She took time to explain everything. Choose Lauren. She will find the perfect house for you at the perfect price. She'll take the time to negotiate the price for you and to do the research. She's a good realtor who knows the market.” – Zeyad Ameen

“ “ We'd heard a lot of horror stories about buying a home. We were dreading the process. But it was so much easier than what we were expecting and I credit Lauren with most of that. Lauren was willing to show us as many places as we needed to see to find the right one. I really appreciated the time she spent with us. She seemed to be genuinely interested in what we wanted and tried to help us find that. She wasn't just trying to get a commission. She put our needs over her own. Lauren really knows what she's talking about. If she doesn't know, she'll do everything she can to find out. She really goes the extra mile. She was very available. She's also very well-connected with home inspectors and others. I'm always going to highly recommend her to anyone looking to buy or sell a house. That's a testament to the great job she did.” – Rachel Bachmann