



**REPORT:  
7<sup>TH</sup> ANNUAL  
CUSTOMER SATISFACTION STUDY**

Live Dream Colorado

Prepared by **HugSpeak Consulting**

*January 2019*

# Background & Methodology



## Background

- To maintain superior customer service and track team performance, Live Dream Colorado commissioned this study of former clients in October 2018.
- Live Dream Colorado commissioned similar studies in December 2012, November 2013, and November 2014, October 2015, October 2016, and September 2017

## Methodology

- 14 interviews: 10 conducted via telephone ranging from 5-10 minutes in length, 1 in-person, and 3 via e-mail between November 12 and December 13, 2018.
- Live Dream Colorado supplied a list of previous clients. All respondents utilized Live Dream Colorado's services to buy or sell property between Q4 2017 and Q4 2018.
- A copy of the interview guide is included under separate cover.
- Comparisons and updates to the 2012-2017 results are provided where appropriate.

*\*Verbatim comments are reported with the attribution requested by the respondent. Suggestions are reported anonymously.*

# Summary of Findings



## **Describing Live Dream Colorado**

- Respondents overwhelmingly report positive and expectation-exceeding experiences working with Lauren and Rob.
- For the seventh year in a row, respondents overwhelmingly had positive things to say about Lauren and her services. Respondents frequently mention Lauren’s professionalism and knowledge of the market and the industry.
- This is the fourth year Rob has been part of the Live Dream Colorado team. Respondents overwhelmingly had positive things to say about Rob, frequently mentioning his friendliness and positivity as well as his willingness to go above and beyond in accommodating clients.

## **Client Recommendations & Suggestions**

- For the seventh year in a row, the overwhelming majority of respondents would highly recommend Live Dream Colorado. Most of the respondents have already recommended Lauren or Rob.
- All respondents thought Lauren and Rob had little to improve upon.

## **Additional Results**

- Full-length testimonials can be found at the end of the report.

# Lauren and Rob are...

## Great to work with.

- The way Lauren approached helping us made it feel more like a partnership than a realtor/client experience. Her never-ending patience really helped me enjoy finding a house instead of stressing out over it. Lauren did an incredible job helping us find a dream home, and I'll always be thankful to her for making the process as painless as possible. Her positive attitude helped me realize everything would work out, and, when it did, it was more than I could have asked for– *Happy Buyer*
- Rob was incredibly easy to deal with. He came across less as a realtor and more as a very experienced friend. This was the first house I ever purchased, but he didn't look down on me as a first-time homebuyer. He's super friendly and outgoing. He was always positive and ready to keep going. – *Ryan B.*
- When we met Rob, we knew he was a great guy. He's really personable. Rob and Lauren made everything as easy as they could for us. Their treatment of us was really fantastic. – *Ethan & Mary Beck*
- Lauren made it really easy. I'm in Texas and I was selling a house in Colorado, so I was concerned about the communication piece. Her communication was great. She kept communication open. Everything went smoothly. – *Edward Ruiz*
- We trust Rob 100%. He's our guy and he's amazing. – *Glen Greenwood*
- Great experience! Lauren provided excellent client services. Her knowledge base, guidance, and timely response to us, far exceeded our expectations. – *Carla Zercher*
- It's like you're looking at houses with your friend. Rob is really personable. It's super comfortable and low pressure. He makes it fun. – *Christopher Krook*

# Lauren and Rob are...

## Willing to go above and beyond.

- Rob and Lauren make you feel like you're their only client. They go the extra mile to make you feel respected and heard. Lauren did a lot of research and found we could sell for a lot higher than we thought, so we got a lot more money out of it. – *Ethan & Mary Beck*
- Most people give maybe 70%. Rob gives 110%. We'll always use him. – *Glen Greenwood*
- Rob was very quickly able to discern what my wife and I were looking for in a house. He went the extra mile to find exactly what we were looking for. – *Ryan B.*
- Lauren always went the extra mile. At one point she just texted us some encouragement because she knew I was stressed, and, literally, the next week we found the perfect fit. – *Happy Buyer*
- Rob hustles. He gets results. He worked at getting what we wanted done. He took care of it. He got us in touch with all the right people. He helped us make it happen. – *Marty*
- After the deal was closed and we were in the house, we had a problem with the sprinkler system that had been missed by the inspectors. I called Rob and asked his advice about what to do. Rob said, "Don't worry. I'll call you back in a day or two." He contacted the inspecting company, told them to pick the company to fix the problem, and the inspecting company paid for it in full. – *Elizabeth Kelly*
- Their service went above and beyond the call of duty. – *R.S.*
- Rob was very, very helpful. He found all the houses we wanted to look at, and was amenable to our schedule, which was great. Our schedules are really irregular, but he made himself very available and easy to work with. – *S.B.*

# Lauren and Rob are...

## Knowledgeable. Good at giving advice.

- Lauren was really, really knowledgeable and very organized. She laid out everything clearly in a very structured way that made a lot of sense to me. She was able to back up her opinions with evidence and show comparable properties that made her think it was worth a certain amount. With buying the house, Rob and Lauren both helped us negotiate the best offer we could make. They made great suggestions to help us get the house. – *Ethan & Mary Beck*
- Rob's insights and knowledge were ones I could never have figured out on my own. He understood what I really wanted and showed me options to help me decide what I really wanted out of a home. Rob's experience in the field was clear as he walked us through homes, inspecting them closely and alerting me what to look for as well. – *Happy Buyer*
- The advice I got from Lauren about increasing the value of my home was excellent. She wasn't out to make a quick buck. She wasn't trying to sell us pie in the sky. She gave us straight advice. She was right on with her market assessment. Her preparedness sets her apart. – *Jim Myers*
- Lauren was informative and very well versed in a myriad of details with the process. – *R.S.*
- Lauren was excellent at getting me to realize what was important in a home. Now, because of her efforts, we love our house! – *Happy Buyer*
- Lauren was good at communicating what we did and didn't need to do to add value to our house in this market. My house sold on the first day, and I got well above full-price. – *Frank Kinder*
- Lauren gave good advice as far as how the market is going. – *Edward Ruiz*

# Lauren and Rob are...

## Responsive.

- Lauren and Rob listen. Lauren really took the time to ask what we expected and what we wanted to do with the house. Rob listened to what we wanted and was able to find us something we wanted. His patience paid off. My wife wasn't sure she wanted to look at the house we bought. Rob said, "Why don't you give it a shot?" and we did and we loved it. He really listened. – *Jim Myers*
- Any questions I had, if Lauren didn't know the answer, she would get to the bottom of it immediately. – *Ethan & Mary Beck*
- Rob did such an excellent job responding to me. The entire process was smoother than I could have hoped. Even after I moved in, he was there to help answer questions and I feel very comfortable asking him for help anytime in the future. He is efficient and dedicated to his clients. – *Happy Buyer*
- Lauren answered our questions faster than we could ask them sometimes. – *Happy Buyer*
- Rob answered all of our questions. He was there every time we called. If I left a message, he got back to me almost immediately. He went to bat for us anytime there was a problem and he got it solved. The fact that he was available so much impressed us. – *Elizabeth Kelly*
- Rob was willing to take time and explain the answer to any question I had. He's very thorough, very accommodating, and just an incredibly knowledgeable guy. – *Ryan B.*
- Lauren was very professional and very responsive. – *Frank Kinder*
- Rob was very eager to help and assist in any way possible. – *Keith Willschau*

# Lauren and Rob are...

## Working for you.

- Rob's on your side in looking for something that is appropriate for your family. He doesn't pressure you in any way. – *S.B.*
- Lauren will honestly answer your questions, meet your needs, and inform you of options as well as help you identify what you really want. She will also point out aspects of the home, listing or area a buyer may overlook during the searching process. – *Keith Willschau*
- Other realtors I talked to were very half-hearted. They didn't seem to care. Rob was motivated to help us. He would immediately call us when an offer didn't go through and was ready to look at something else. – *Ryan B.*
- Rob wanted the best for us, not just the sale. He was always transparent and respectful. – *Ethan & Mary Beck*
- Rob is going to find you what you need. It may not be what you think you need, but he'll find you what you need. – *Jim Myers*
- I initially talked to a few realtors but I could tell instantly that Lauren was making me a priority. – *Happy Buyer*
- Rob looks out for what you want. He isn't pushy. He listens to you. We saw one home that didn't have a window over the kitchen sink. I said I didn't like that, so he made sure all the rest of the homes we looked at had a window over the kitchen sink. – *Elizabeth Kelly*
- Lauren looked out for my interest in several areas. – *R.S.*
- Rob is awesome. He's dynamite! He's always very professional and extremely on top of everything. – *Marty*

**Overwhelmingly,  
respondents say they would recommend  
Lauren and Rob.**

**Overwhelmingly,  
respondents say Lauren and Rob have little  
to improve upon.**

# Reasons for Choosing LdC



Respondents chose Live Dream Colorado because of personal recommendations, proven results, and online presence.

- I had worked with Lauren before, and I went back to her because of previous experience. It was her overall trustworthiness. Her preparedness is what sets her apart. She has the numbers and things to back it up her advice. – *Jim Myers*
- We chose Lauren for her reputation, professionalism, and proven results. – *Carla Zercher*
- One of things that made me want to hire Rob as my realtor is that he has an online presence. He wants to give information away to people. He's prepared and wants to answer questions for you as a potential buyer. – *Ryan B.*

# Testimonials



“ Rob and Lauren make you feel like you’re their only client. They go the extra mile to make you feel respected and heard. When we met Rob, we knew he was a great guy. He’s really personable. He wanted the best for us, not just the sale. Rob was always transparent and respectful. With buying the house, Rob and Lauren both helped us negotiate the best offer we could make. They made great suggestions to help us get the house. On the selling side, Lauren was really, really knowledgeable and very organized. She did a lot of research and found we could sell for a lot higher than we thought, so we got a lot more money out of it. She laid out everything clearly in a very structured way that made a lot of sense to me. She was able to back up her opinions with evidence and show comparable properties that made her think it was worth a certain amount. Any questions I had, if she didn’t know the answer, she would get to the bottom of it immediately. Rob and Lauren made everything as easy as they could for us. Their treatment of us was really fantastic.” – *Ethan & Mary Beck*

“ Lauren made it really easy. I’m in Texas and I was selling a house in Colorado, so I was concerned about the communication piece. Her communication was great. She kept communication open. She gave good advice as far as how the market is going. Everything went smoothly.” – *Edward Ruiz*

# Testimonials



“ Lauren and Rob listen. They’re both very personable and develop relationships. Lauren really took the time to ask what we expected and what we wanted to do with the house. The advice I got from Lauren about increasing the value of my home was excellent. She wasn’t out to make a quick buck. She wasn’t trying to sell us pie in the sky. She gave us straight advice. She was right on with her market assessment. Her preparedness sets her apart. You can trust her. Rob listened to what we wanted and was able to find us something we wanted. His patience paid off. My wife wasn’t sure she wanted to look at the house we bought. Rob said, “Why don’t you give it a shot?” and we did and we loved it. He really listened. He’s going to find you what you need. It may not be what you think you need, but he’ll find you what you need.” – *Jim Myers*

“ Rob is awesome. He’s dynamite! He’s always very professional and extremely on top of everything. He hustles. He gets results. He worked at getting what we wanted done. He took care of it. He got us in touch with all the right people. He helped us make it happen. We would recommend Rob and use him again.” – *Marty*

“ Great experience! Lauren provided excellent client services. Her knowledge base, guidance, and timely response to us, far exceeded our expectations. We chose Lauren for her reputation, professionalism, and proven results.” – *Carla Zercher*

# Testimonials



“ “ My house was a bit of a personal experiment because my industry is energy and water efficiency, so I wanted to use someone who had developed the skill set to understand the improvements we made in the property and be able to communicate them while selling it. She was one of the few people who had undergone additional training to speak about those improvements. There are plenty of realtors who disregard all those concepts and wouldn't be able to communicate them to people who value them and are searching for them. She was very professional and very responsive. She was good at communicating what we did and didn't need to do to add value to our house in this market. My house sold on the first day, and I got well above full-price.” – *Frank Kinder*

“ “ Rob was very, very helpful. Found all the houses we wanted to look for and was amenable to our schedule, which was great. He made himself very available and easy to work with – our schedules were really irregular. He's easy to work with. He's on your side in looking for something that is appropriate for your family. Not pressuring you in any way. I went with Rob based on recommendations of friends.” – *S.B.*

“ “ It's like you're looking at houses with your friend. He's really personable. It's super comfortable and low pressure. He makes it fun.” – *Christopher Krook*

# Testimonials



“ Rob was incredibly easy to deal with. He was very quickly able to discern what my wife and I were looking for in a house. He went the extra mile to find exactly what we were looking for. When I asked him questions, he was very detailed in his responses. He came across less as a realtor and more as a very experienced friend. This was the first house I ever purchased, but he didn't look down on me as a first-time homebuyer. He was willing to take time and explain the answer to any question I had. He's very thorough, very accommodating, and just an incredibly knowledgeable guy. Other realtors I talked to were very half-hearted. They didn't seem to care. Rob was motivated to help us. He's super friendly and outgoing. He was always positive and ready to keep going. He would immediately call us when an offer didn't go through and was ready to look at something else. One of things that made me want to hire him as my realtor is that he has an online presence. He wants to give information away to people. He's prepared and wants to answer questions for you as a potential buyer.” – *Ryan B*

“ The LDC team helped me as a Buyer as well as Seller and their service went above and beyond the call of duty. Lauren is very proficient in writing amendments. She looked out for my interest in several areas. She was informative and very well versed in a myriad of details with the process.” – *R.S.*

# Testimonials



“ Rob is wonderful! He answered all of our questions. He was there every time we called. If I left a message, he got back to me almost immediately. He went to bat for us anytime there was a problem and he got it solved. The fact that he was available so much impressed us. He almost became like our son. He looks out for what you want. He isn't pushy. He listens to you. We saw one home that didn't have a window over the kitchen sink. I said I didn't like that, so he made sure all the rest of the homes we looked at had a window over the kitchen sink. After the deal was closed and we were in the house, we had a problem with the sprinkler system that had been missed by the inspectors. I called Rob and asked his advice about what to do. Rob said, "Don't worry. I'll call you back in a day or two." He contacted the inspecting company, told them to pick the company to fix the problem, and the inspecting company paid for it in full. We appreciate him!" – *Elizabeth Kelly*

“ Easy. Responsive. Informative. Thoughtful. Rob was very eager to help and assist in any way possible. I have known Lauren for years and I trust her. She will honestly answer your questions, meet your needs, and inform you of options as well as help you identify what you really want. She will also point out aspects of the home, listing or area a buyer may overlook during the searching process.” – *Keith Willschau*

# Testimonials



“ I was hesitant to work with a realtor when I knew I could probably find a house on my own, but Rob came recommended very highly from a friend of mine who had found her home with Live Dream Colorado. Right off the bat I trusted his recommendations. His insights and knowledge were ones I could never have figured out on my own. He understood what I really wanted and showed me options to help me decide what I really wanted out of a home. Rob’s experience in the field was clear as he walked us through homes, inspecting them closely and alerting me what to look for as well. Rob did such an excellent job responding to me, and his helpful manner made me realize I didn’t need anyone else. The entire process was smoother than I could have hoped, and I plan on using him again if ever I move. Even after I moved in, he was there to help answer questions and I feel very comfortable asking him for help anytime in the future. I recommend Rob to anyone who wants the best out of buying their home. He is efficient and dedicated to his clients. I’m very grateful to him for all his hard work.” – *Happy Buyer*

“ We trust Rob 100%. He’s our guy and he’s amazing. Most people give maybe 70%. He gives 110%. We’ll always use him.” – *Glen Greenwood*

# Testimonials



“ I had a specific idea in mind for my house. Lauren was excellent at finding the middle ground for my “list,” and getting me to realize what was important in a home. Her never-ending patience really helped me enjoy finding a house instead of stressing out over it. Now, because of her efforts, we love our house! The process with her was effortless – almost – and I now see her as a friend! I’ve gone through buying a home before, and when I moved to Colorado, I initially talked to a few realtors but I could tell instantly that Lauren was making me a priority. She answered our questions faster than we could ask them sometimes. And she always went the extra mile. At one point she just texted us some encouragement because she knew I was stressed, and, literally, the next week we found the perfect fit. The other realtor I had talked to was clearly very busy and would rarely respond in a timely manner, let alone going out of their way to just check in and make me feel cared for. Lauren understood how stressful the process was and clearly explained what she was doing while not overwhelming me and my husband. She kept us posted on developments or hiccups in a way that made us feel like we were kept in the loop. The way she approached helping us made it feel more like a partnership than a realtor/ client experience. Not once did I ever feel pressured. In other experiences I felt pressured to like a house, but with Lauren I felt comfortable being a little nitpicky because she used that feedback and helped me realize some aspects of a house I thought I wanted weren’t actually that important to me. Lauren did an incredible job helping us find a dream home, and I’ll always be thankful to her for making the process as painless as possible. Her positive attitude helped me realize everything would work out, and, when it did, it was more than I could have asked for.” – *Happy Buyer*