

**REPORT:
8TH ANNUAL
CUSTOMER SATISFACTION STUDY**

Live Dream Colorado

Prepared by **HugSpeak Consulting**

January 2020

Background & Methodology



Background

- To maintain superior customer service and track team performance, Live Dream Colorado commissioned this study of former clients in October of 2019.
- Live Dream Colorado commissioned similar studies in December 2012, November 2013, and November 2014, October 2015, October 2016, September 2017, and October 2018

Methodology

- 15 interviews: 11 conducted via telephone ranging from 5-10 minutes in length and 4 via e-mail between November 10 and December 13, 2019.
- Live Dream Colorado supplied a list of previous clients. All respondents utilized Live Dream Colorado's services to buy or sell property between Q4 2018 and Q4 2019.
- A copy of the interview guide is included under separate cover.
- Comparisons and updates to the 2012-2018 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 eighth 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 fifth 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 eighth 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 the BEST

- I've dealt with multiple Realtors, because I own houses in Washington State and New Hampshire. And Lauren and Rob are by far the best I've ever dealt with. – *Eleashia Martel*
- Lauren is approachable, easy to work with, and was available when we needed to reach her. She's the best of the best for a reason. – *Matt & Alexis Garza*
- Lauren and Rob are the best Realtors we've ever had. We've bought and sold with them twice. We love them both. – *Sheila Turman*
- Rob is by far the best buyer's agent we have worked with in Colorado over a lot of transactions. – *Rob & Lisa F.*

Lauren and Rob are...

Great to work with.

- Both Rob and Lauren are amazing, they do really great work. – *Steve Doeblor.*
- Lauren was a delight to work with from start to finish. – *Eileen Healey*
- Rob was amazing, personable, and incredibly interested in what we wanted. He made sure that our situation wasn't that stressful. I thought it was going to be way worse than it was but he made it seamless. – *Kendall Wells*
- My experience with Rob and Lauren has been awesome. They're people that I trust. – *Adam Valdez*
- Rob made an extremely stressful time manageable and exciting! – *Rebecca & Daniel Fontecchio*
- Lauren was wonderful to work with. – *John DeBacker & Maggie Harmon*
- Rob's really easy to work with. We trust him quite a bit and depend on him. – *Glenn Greenwood*
- Overall Lauren Collier is an A+ top-notch Realtor. From start to finish Lauren was very professional. – *Jeffrey Jenks*
- Rob's very conscientious and easy to work with. Rob's got good morals. – *James C.*

Lauren and Rob are...

Willing to go above and beyond.

- Lauren's super efficient. I live in New Hampshire and I didn't have to step foot in Colorado once during the entire sale process. Lauren took care of it all. – *Eleashia Martel*
- When we moved in, there was a small leak in our crawl space that filled up a small section. I didn't know what to do. So I called Rob. In 10 to 20 minutes he made sure that the people that had originally worked on it were out here and scooping up water to make sure it was taken care of. I never would have expected that from a Realtor. – *Kendall Wells*
- Lauren went above and beyond the call of duty several times. – *John DeBacker & Maggie Harmon*
- We've purchased locally and while we were living elsewhere in state, and Rob provided white glove service even from afar. Rob crushes it, especially in customer service, which is the main reason we've been a repeat customer. – *Rob & Lisa F.*
- Lauren took a lot of the normal stress away, because I was commuting daily to Denver and didn't have the flexibility to meet her at any time. She accommodated me through the whole process. Lauren helped me find contractors to work on the house and also swung by to inspect the results when I couldn't. – *Bob*

Lauren and Rob are...

Knowledgeable about the market.

- Lauren knew her stuff and what would stand out to buyers. Those are the things we made sure were up to par. – *Steve Doebler*
- Rob is so versed in the neighborhood trends, local developments and more that you're able to soak up that knowledge so quickly. – *Rob & Lisa F.*
- Lauren's very practical and evidence-based. She researches things. She knows what works and what doesn't work. When she tells you to do something, she knows why you should do it. She was so prepared and knowledgeable. – *Eileen Healey*
- Lauren was pretty spot-on with what she thought it'd go for. She's extremely professional and has no issues telling you like it is. She doesn't sugarcoat things. – *Eleashia Martel*
- Lauren is very knowledgeable. She said 'we can sell your house for this and you'll get an offer real quick.' So the first day it was on the market, we got an offer and sold. We got \$8,000 more than what we were asking. – *Adam Valdez*
- Lauren and Rob are very knowledgeable about the market, about everything, the whole sale. They're also both really good in regards to inspections and everything. – *Sheila Turman*
- Lauren spelled out all the options, made helpful suggestions, and followed through on everything she promised. – *John DeBacker & Maggie Harmon*
- Lauren is very knowledgeable about real estate in Colorado Springs and has a good awareness of market trends. – *Jeffrey Jenks*

Lauren and Rob ...

Give excellent advice.

- Lauren walked me through the various options for preparing my house, and the price range I could expect for each state of “readiness.” We went through each option’s cost. Finally, we agreed which option was best for me given my time-frame and funds available. – *Bob*
- Lauren was nice, helpful, she told us what we needed to do for the home to get top dollar, which we were able to get. Lauren knew what to do to appeal to buyers. So we knew what to do to sell. We spent a little bit and got a lot back. – *Steve Doebler*
- Rob pointed out things we didn’t know because we were first-time home buyers. He was literally the best first Realtor we could have ever had. – *Kendall Wells*
- Lauren came in and told us what we needed to do, what to fix. When her photographer came, she told us what to take off the counters — the little stuff. – *Adam Valdez*
- We came in with a lot of questions and needing guidance and Rob was always available for us and advised us in many areas. – *Rebecca & Daniel Fontecchio*
- Lauren took professional photos and did a lot of advertising for us, and gave us specific feedback on what to do to make house most presentable and sellable. – *Matt & Alexis Garza*
- Rob was especially helpful when it came down to the inspection objections, talking us through what was reasonable to ask for and what we should expect. – *Cori & Dan Gregory*
- Lauren was able to advise me on every facet of the sale and closing, especially around the inspection. – *Jeffrey Jenks*

Lauren and Rob are...

Responsive.

- In the first two days we had 27 showings. There were seven offers, five of which were over the asking price. Lauren kept me completely up to speed in real time on each offer, making comparisons. – *Jeffrey Jenks*
- Anytime we saw [a house] we were interested in, we would text Rob and he'd immediately get us an appointment. – *Kendall Wells*
- Lauren was also very responsive, got back to us quickly, and had good insights while walking us through the whole process. – *Cori & Dan Gregory*
- We needed that extra hands on, and Rob worked around our schedules. – *Rebecca & Daniel Fontecchio*
- Rob's always reachable and available for you. He stays on top of everything and gets answers to any questions quickly. – *James C.*
- Lauren was always available for us whenever we had questions and responded promptly to our texts and phone calls. – *John DeBacker & Maggie Harmon*
- Rob has 110% energy. He will do anything and everything that needs to be done. Like — you're thinking about it, and he's calling you two seconds later because he's already done it. – *Glenn Greenwood*
- Rob was so extremely patient and gracious. We looked at around 50 properties with him. – *Sheila Turman*

Lauren and Rob are...

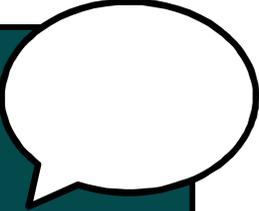
Working for you.

- It was Rob's priority to make sure we got what we wanted out of our house. – *Kendall Wells*
- They are a fantastic team and you can tell they really care! – *Rebecca & Daniel Fontecchio*
- Lauren listened to what our end-goal was, and, in the end, we got exactly the price we wanted. – *Alexis & Matt Garza*.
- Rob clearly wanted to make sure we got the right home for us. He made it easy, was quick to listen to our needs, and talk us through the options. If he felt like something wasn't right for us, he'd tell us; he wasn't just trying to make a sale. – *Cori & Dan Gregory*
- Lauren put a lot of time and care into making sure she understood my needs regarding the sale and the time-frame. She set real expectations with me and was very upfront and honest. I felt she had only my best interests in mind throughout the entire process. – *Bob*
- I know they're looking out for their clients. With Rob, I told him what I wanted to spend, what I'm looking for, how many rooms, etc. He didn't send me anything out of my budget. He was spot on. He didn't waste my time. The house we ended up with, he showed us, and we loved it instantly. – *Adam Valdez*
- Lauren was always honest and straightforward and I never felt she had any other agenda other than selling my home. Since closing, Lauren has continued to give me good service with a smile and a great attitude, regarding a couple issues that needed to be taken care of post-closing. – *Jeffrey Jenks*
- Lauren will say 'These are your options. This is what I've seen other people do. This is what's happening in your neighborhood. But it's your choice.' – *Eileen Healey*
- They're so friendly and really look out for their customers. – *Sheila Turman*

**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 previous experience and proven results.

- We've bought and sold with them twice. We love them both. – *Sheila Turman*
- I've used Rob on my other previous home and another house I was in the process of trying to buy, and we continue to use Rob. – *James C.*
- We first worked with Lauren we when bought our old house. –*Cori & Dan Gregory*
- Rob's our go-to guy. We've never looked for anybody else. – *Glenn Greenwood*
- My experience with Lauren on the first was why I chose her to sell my second. – *Bob*
- I refer them everybody that's buying a home. We bought a home at first with Rob, then sold it later with Lauren, then bought another house through Rob. Lauren also sold my grandmother's house for us. And we're looking for a business property, so I've asked Rob all the questions about that. – *Adam Valdez*
- We'd interviewed a couple other Realtors, but Lauren was confident she could get us a lot more money than anyone else said they could. – *Alexis & Matt Garza*

Testimonials



“ We first worked with Lauren we when bought our old house. I recommend her to people all the time. This was our first time to sell with her and buy a new house through Rob. We were upgrading. We bought a bigger house on the north side of town. We bought the new house first, before our other was on the market; we did a bridge loan type thing, so we had a little time to get it ready. Rob was fantastic, extremely responsive, and he clearly wanted to make sure we got the right home for us. He made it easy, was quick to listen to our needs, and talk us through the options. If he felt like something wasn't right for us, he'd tell us; he wasn't just trying to make a sale. He was especially helpful when it came down to the inspection objections, talking us through what was reasonable to ask for and what we should expect. He helped us narrow down to the things we wanted to focus on, and what we wanted the seller to focus on. When it came to our sale, Lauren was also very responsive, got back to us quickly, she had good insights while walking us through the whole process. We had holdups with the financing from the buyer, so she explained our best options and again made everything easy. She was phenomenal. – *Cori & Dan Gregory*

“ After 30 years in our home, we decided to move back to my small hometown in Montana. We were tired of all the traffic and the rapid growth in Colorado Springs. We miss some things about Colorado, but wouldn't change our decision to sell and move. Lauren was wonderful to work with. She spelled out all the options, made helpful suggestions, and followed through on everything she promised. She was always available for us whenever we had questions and responded promptly to our texts and phone calls. She went above and beyond the call of duty several times. – *John DeBacker & Maggie Harmon*

Testimonials



“ Lauren is outstanding. She has sold two houses for me. My experience with her on the first was why I chose her to sell my second. She put a lot of time and care into making sure she understood my needs regarding the sale and the time-frame. She set real expectations with me and was very upfront and honest. I felt she had only my best interests in mind throughout the entire process. For this sale, I had gotten engaged and decided to move to Denver. Lauren took a lot of the normal stress away, because I was commuting daily to Denver and didn't have the flexibility to meet her at any time. She accommodated me through the whole process. Now, my wife and I are finally in a new house together. Lauren walked me through the various options for preparing my house, and the price range I could expect for each state of "readiness." We went through each option's cost. Finally, we agreed which option was best for me given my time-frame and funds available. Lauren helped me find contractors to work on the house and also swung by to inspect the results when I couldn't. She does not set unreal expectations. I'll continue to recommend Lauren in a heartbeat. – *Bob*

Testimonials



“ We were talking about selling our house in Colorado, and two years ago we started doing the necessary upgrades. We didn't know where we were going or when, but we knew we needed to downsize. I cried when we finally left. My youngest daughter was born in that house. It was sad to sell it. We loved that house. We put so much time and money into it. We had kids there and dogs we loved. My plants. Rose bushes my brother gave me. But it was time for the house to find another family to love. We had to let go of that old stuff in order to embrace something new. Lauren was a delight to work with from start to finish. She's very practical and evidence-based. She researches things. She knows what works and what doesn't work. When she tells you to do something, she knows why you should do it. She was so prepared and knowledgeable. I was a Realtor for 7 years, and people asked me if I was going to sell the house myself. I said no, because I really believe you need a professional to do it. Someone who is up to date because markets and trends change. Lauren stays up to date. I was worried about my ugly laundry room. It had a southwestern border from the 90s. Lauren said, 'I don't think that's a high priority. You've done all the important things people care about and look for.' And she was right. She brought in a magician to do the photographs. She works with this amazing service for showings. You could set it up online and people could schedule viewings and you'd get notified so you could get out of the house. Lauren always made sure to get feedback. She has a system that is flawless. She communicates really well. She communicated with both of us. Just the right amount. She's factual and pragmatic. She'll say 'These are your options. This is what I've seen other people do. This is what's happening in your neighborhood. But it's your choice.' We finally decided to sell because we really felt like we would get top dollar in this market, and we weren't sure what we'd get later. We are thrilled with the price we got. We got more than we ever thought we would get. Ultimately, I appreciated Lauren's pragmatic approach, because selling a house is a business decision. I didn't get emotional until the end. Up until then I was all about the process. – *Eileen Healey*

Testimonials



“ Rob helped us buy our first home! From the beginning, Rob was hands-on and always there to answer our questions. He was resourceful, patient, personable and always connected and present throughout the entire process. Other Realtors sometimes give you a business answer, but Rob always had more of a personal touch. We were first-time home buyers. We needed that extra hands on, and he worked around our schedules. He made an extremely stressful time manageable and exciting! We had rented our townhouse for double the time we wanted. My husband and I had been together 10 years, so it felt like the time to finally have our own place, especially with everything going up in the market. We looked at around eight houses and put offers on two others before we found ours. The ones that didn't work out for us, it was like “Why, what did we do wrong?” And Rob was there to give us advice. I would recommend Live Dream Colorado to anyone looking to either buy or sell their homes. They are a fantastic team and you can tell they really care! – *Rebecca & Daniel Fontecchio*

Testimonials



“ Rob has 110% energy. He will do anything and everything that needs to be done. Like — you’re thinking about it, and he’s calling you two seconds later because he’s already done it. Rob’s really easy to work with. We trust him quite a bit and depend on him. He’s our go-to guy. We’ve never looked for anybody else. We’ve purchased two properties with him. We’re into rental properties and so we always keep our eyes open. If Rob knows we’re done purchasing, he’s really good at, once a quarter, reaching out and saying, “Hey there’s a really cool property here, I’m not sure if you’re ready to buy yet.” But he doesn’t bug us, he just lets us know he’s there every once in a while, which is nice. — *Glenn Greenwood*

“ Lauren was nice, helpful, and she told us what we needed to do to sell our home to get top dollar, which we were able to get. We’d bought our first home in Colorado through Rob when we first moved here. We have four kids, including two teenage boys, and we outgrew that house quicker than we thought we would. Lauren knew her stuff and what would stand out to buyers. She knew what to do to appeal to buyers. We upgraded the kitchen and bathroom floor. The way we set up the house — with four kids we had a lot of clutter — we got rid of that to open the rooms and make them look bigger and she staged the back yard for us. We spent a little bit and got a lot back. It worked out really good for us, all the things she told us to do. And it happened so fast. We met in July and sold the house the first week of August. She did an amazing job. We listed it on a Thursday and were under contract on Saturday morning. We could have been under contract Thursday, we had four offers. But we had bookings through the weekend so we wanted to pick out the best. Both Rob and Lauren are amazing, they do really great work. — *Steve Doebler*

Testimonials



“ My experience with Rob and Lauren has been awesome. They're people that I trust. I know they're looking out for their clients. I refer them everybody that's buying a home. We bought a home at first with Rob, then sold it later with Lauren, then bought another house through Rob. Lauren also sold my grandmother's house for us. And we're looking for a business property, so I've asked Rob all the questions about that, and he's been very knowledgeable. With Rob, I told him what I wanted to spend, what I'm looking for, how many rooms, etc. He didn't send me anything out of my budget. He was spot on. He didn't waste my time. The house we ended up with, he showed us, and we loved it instantly. There were certain things that had to be done, so he put that in the contract and made the seller fix the issues and made sure it was a good buy for us. The issues were resolved due to Rob pushing it for us. He took a lot of the stress out. That same house we sold with Lauren. She came in and told us what we needed to do, what to fix. When her photographer came, she told us what to take off the counters — the little stuff. She's very knowledgeable. She said 'we can sell your house for this and you'll get an offer real quick.' So the first day it was on the market, we got an offer and sold. We got \$8,000 more than what we were asking. Then we needed a bigger house, because our family was growing. We let Rob know that we were in the market for a new house and he made the process real smooth again and got us into the right house for us. We're really happy with it still.

– Adam Valdez

Testimonials



“ Lauren’s super efficient. I live in New Hampshire and I didn’t have to step foot in Colorado once during the entire sale process. Lauren took care of it all. She gave me a lot of professional recommendations since I wasn’t actually able to see the house. She let me know the condition it was in, and how much damage there was from renters over the course of three years. It was a difficult time because it was on the market in December and January which is a really crappy time to have your house on the market, but it still sold in a little under a month. I didn’t get the price I’d initially wanted because, honestly, I think I was being a little greedy. I thought it was worth more and I wanted more. But Lauren was pretty spot-on with what she thought it’d go for. She’s extremely professional and has no issues telling you like it is. She doesn’t sugarcoat things. She said I should lower it, that it would be more realistic if I didn’t want to have to be stuck with it for a long time. I bought that house through Rob, and I love them both. I’ve dealt with multiple Realtors, because I own houses in Washington State and New Hampshire. And Lauren and Rob are by far the best I’ve ever dealt with. – *Eleashia Martel*

Testimonials



“ Lauren and Rob are the best Realtors we've ever had. We've bought and sold with them twice. We love them both. This last time, we were living in Gleneagle, and the taxes got so stinking high we couldn't afford them anymore. So we decided to move back to Colorado Springs and we immediately called Rob and Lauren. We re-bought six months before we put our other home on the market only because the market was moving so fast. You'd get there and there'd be like 50 people lined up. It took us six months to find the right the right home — because of the market and we couldn't find something with a three-car garage. As soon as we found what we wanted, we put ours on the market and it sold within seven days. Rob was so extremely patient and gracious. We looked at around 50 properties with him. We'd go to one, the market was so hot, then there'd be a bidding war. We had some pretty strict requirements. We couldn't find anything with a three-car garage that was worth the money. We finally had to settle on a two-and-a-half car garage, because there was nothing out there. Lauren and Rob are very knowledgeable about the market, about everything, the whole sale. They're also both really good in regards to inspections and everything. They're so friendly and really look out for their customers. – *Sheila Turman*

Testimonials



“ We’d just gotten remarried, so we were buying a new home. I’ve used Rob on my other previous home and another house I was in the process of trying to buy, and we continue to use Rob. He’s very conscientious and easy to work with. He’s always reachable and available for you. Rob’s got good morals. He stays on top of everything and gets answers to any questions quickly. We had an escalation clause in our agreement with the seller. They were trying to get us to pay extra money and Rob went after them, with firm wording, to get them to back away from that. They were trying to not pay for any of the repairs, and they said they had adjusted the price. Rob said, ‘Well, if you’d adjusted the price [without disclosing known property defects], that would’ve been fraud. And if you didn’t know [about the defects], then you didn’t adjust the price.’ Rob was able to get them to pay for the repairs. – *James C.*

“ I took a new job in Southwest Colorado, where my husband and I have always wanted to move, as he grew up here. It was time to move. We stayed on the market for two and half weeks, mainly waiting for the right offer. With Lauren’s guidance, we held out for the right one. She really took a lot of time to understand the uniqueness of house and location. She also took professional photos and did a lot of advertising for us, and gave us specific feedback on what to do to make house most presentable and sellable. We’d interviewed a couple other Realtors, but Lauren was confident she could get us a lot more money than anyone else said they could. She listened to what our end-goal was, and, in the end, we got exactly the price we wanted. I love Lauren. She’s approachable, easy to work with, and was available when we needed to reach her. She’s the best of the best for a reason. – *Alexis & Matt Garza*

Testimonials



“ We had gotten out of the military and just moved back to Colorado. We were living with my in-laws. We applied for a loan and they recommended Rob. He was literally the best first Realtor we could have ever had. He was amazing, personable, and incredibly interested in what we wanted. It was his priority to make sure we got what we wanted in our house. Rob made sure that our situation wasn't that stressful. He made it seamless. He set us up on the website where you get the links for houses for sale, and anytime we saw one we were interested in we would text him and he'd immediately get us an appointment. He pointed out things we didn't know because we were first-time home buyers. Even after we finished buying our house Rob was still there for us. When we moved in, there was a small leak in our crawl space that filled up a small section. I didn't know what to do. So I called Rob. In 10 to 20 minutes he made sure that the people that had originally worked on it were out here and scooping up water. I never would have expected that from a Realtor. Rob literally blew my mind. We don't think this will be our forever home, so when we are ready to sell and look again, we 100-percent will go back to Rob for our business. – *Kendall Wells*

Testimonials



“ Overall Lauren Collier is an A+ top-notch Realtor. I recently sold my house in Old Colorado City. From start to finish Lauren was very professional. She is very knowledgeable about real estate in Colorado Springs and has a good awareness of market trends. She was able to advise me on every facet of the sale and closing, especially around the inspection. In the first two days we had 27 showings. There were seven offers, five of which were over the asking price. She kept me completely up to speed in real time on each offer, making comparisons. She was always honest and straightforward and I never felt she had any other agenda other than selling my home. Ultimately, I sold for 5-percent above my asking price. Due to Lauren's efforts, I was able to close on my house exactly two weeks after it went on the market. Since closing, Lauren has continued to give me good service with a smile and a great attitude, regarding a couple issues that needed to be taken care of post-closing. I recommend Lauren to the highest degree. I would absolutely sell a home with Lauren again.

– *Jeffrey Jenks*

Testimonials



“ My wife and I have been investing in real estate for almost a decade. We buy and sell real estate based on economic trends and profitability, not living situation or property condition. We've only used a buyer's agent once before moving on from lack of desired service, until we met Rob, who has now worked with us for several years, and I imagine will continue to be our Colorado buyer's agent for life. Rob is by far the best buyer's agent we have worked with in Colorado over a lot of transactions. We've purchased locally and while we were living elsewhere in state, and Rob provided white glove service even from afar. He is so versed in the neighborhood trends, local developments and more that you're able to soak up that knowledge so quickly. Rob crushes it, especially in customer service, which is the main reason we've been a repeat customer. – *Rob & Lisa F.*