



**REPORT:
9TH ANNUAL
CUSTOMER SATISFACTION STUDY**

Live Dream Colorado

Prepared by **HugSpeak Consulting**

January 2021

Background & Methodology



Background

- To maintain superior customer service and track team performance, Live Dream Colorado commissioned this study of former clients in December 2020.
- Live Dream Colorado commissioned similar annual studies from 2012 to 2019.

Methodology

- 4 telephone interviews ranging from 5-10 minutes in length and analysis of 8 reviews left on review sites.
- Live Dream Colorado supplied a list of previous clients. All respondents utilized Live Dream Colorado's services to buy or sell property between Q4 2019 and Q4 2020.
- A copy of the interview guide is included under separate cover.
- Comparisons and updates to the 2012-2019 results are provided where appropriate.

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

Summary of Findings



Describing Lauren Collier

- Respondents overwhelmingly report positive and expectation-exceeding experiences working with Lauren.
- For the ninth year in a row, respondents overwhelmingly had positive things to say about Lauren and her services. Respondents frequently mention Lauren's exceptionalism, willingness to go above and beyond, as well as her knowledge of the market.

Client Recommendations & Suggestions

- For the ninth year in a row, the overwhelming majority of respondents would highly recommend Live Dream Colorado.
- All respondents thought Lauren had little to improve upon.

Additional Results

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

Lauren is ...

Incredible! Great to work with.

- She is amazing! I cannot rave about her enough. –*LH*
- Lauren was great. It was a really nice experience working with her. –*Maria C.*
- Lauren is easy to work with. She's very thorough, but not intense in her communication style. She's like 'Ok, let's get stuff done.' She's timely, but appropriate in that she didn't cause me to freak out about anything. She's relaxed but professional. –*David Woolley*
- I had an 11 out of 10 experience with Lauren. It went so smooth. Even when stuff got hard with the lender, she made it so simple for us. She was very reliable and the relationship continued after the sale — I still text her to this day. I have zero complaints; everything was awesome. –*Michael Baez*
- Lauren is an incredible realtor. We've done multiple transactions now with her help and simply can't recommend her enough. –*N. Waskewicz*
- Lauren was amazing during the whole selling process! –*Kim S.*
- Lauren was excellent! She also had wonderful and touching gifts offered during the home-buying process that supported local business and really made the experience feel special. –*Cathryn*
- Lauren was a dream to work with! –*Tracy Y*
- Lauren is an exceptional real estate agent. –*CJ O*

Lauren is ...

Willing to go above and beyond.

- Since I was on a different schedule coming from out of state, Lauren ended up working with me at a time that I'd have normally considered after hours — like, she should have been home. That was impressive. We kept changing the search parameters to find the fit I was looking for. I ended up buying a house that she was also the selling broker for — it never reached the market. She'd told me about it a month or so before it was ready and I filed it in the back of my head as we looked elsewhere. When we didn't find anything, she showed it to me when it became available and it was perfect. I made an immediate offer. —*Lacey Wells*
- When the inspector checked our roof, he said the shingles were not ok, they needed to be replaced. We had to file a claim with the company who made them, and Lauren helped us through everything. Both us and the buyers are foreigners, and they were not comfortable speaking in English, so Lauren acted as the bridge between us and her and their agent. I was afraid something would get lost in translation but everything went really smooth.” —*Maria C.*
- We were separating and my wife was moving out of state. We were on amicable terms but after 16 years the situation was still a little tense. Lauren was very tactful about that and didn't pry, and was helpful in explaining how we would do a closing with one of us being geographically remote. In the end, Lauren was able to match us with another client who was looking to buy. It ended up being a great fit and we got our full asking price without ever having to list the property.” —*David Woolley*
- She goes over and beyond what most realtors would consider doing. I live in FL and had to sell my sister's condo so it was not a simple listing. Lauren helped coordinate contractors, delivery persons and did her homework with the HOA. —*CJ O*

Lauren is ...

Knowledgeable about the market and gives excellent advice.

- She's incredibly knowledgeable, amazingly fast, and stays on top of everything from start to finish. We won't ever go anywhere else! –*N. Waskewicz*
- She did a walk-thru and was candid. She talked over options and suggested improvements based on our finances. She was cognizant of our limitations and sensitive to our budget. She gave good advice on the best use of resources to make the most out of the sale. –*David Woolley*
- She was well prepared for every meeting and house showing and had extensive knowledge regarding property values, options for remodeling, and the overall pros and cons of each home we visited. She was also a great advocate and very effective at negotiating my needs, even staying up late to negotiate a deal with the seller! –*Cathryn*
- I sold and bought a house in the midst of the COVID pandemic, closing both properties on the same day. It was a wild, stressful process, but Lauren was there with superb advice, hands-on help, and proven expertise every step of the way. I listed my old house in the early days of the pandemic, when no one knew exactly how the housing market would respond. Lauren thoughtfully considered market uncertainty along with comps, unique features of my home, and my desire to sell and buy within a tight timeline to develop a well-reasoned price point. The house sold within a month, which was phenomenal given all the showing restrictions and challenges of selling a house in such an unusual time. –*LH*
- She was helpful and kind. I didn't feel stupid asking her questions. She would answer them all and give me guidance and help me figure out what was next in the process, and what to expect. –*Lacey Wells*

Lauren is ...

Responsive.

- She's very clear and always available. As soon as we would text her, she was right there responding all the time. She's professional, sweet, and listened to all our concerns and replied to every question. She was good with the little details. –*Maria C.*
- She responded to all of my questions in a very timely manner, and explained each step of the process and all contracts thoroughly. Her professionalism can't be beat. –*Kim S.*
- Lauren delivers on every level and then goes beyond with a professional manner, personal connection and responsive nature that is truly unique. Seemingly always available with enduring patience and an intuitive sense that made our home purchase process a total joy - and the perfect decision. —*Doug H.*
- She was timely and responsive. –*Lacey Wells*
- She replied quickly and was always available. I asked a lot of questions through FaceTime. She answered them all, and if she couldn't, she'd find out and get back to me. –*Michael Baez*
- She is very detailed, polite, and was always quick to respond. –*Tracy Y.*
- Lauren answered every question and phone call quickly, professionally, and with a deep understanding of the huge range of emotions and frustrations real estate transactions can bring up. –*LH*

Lauren is ...

Trustworthy and looking out for her client's best interests.

- I felt I could trust her with the things I was looking for. I wasn't concerned about being cheated. –*Lacey Wells*
- I was buying a new house under construction, and she even communicated with the builders on my behalf to give me updates. One day I was in a meeting and forgot about one of our appointments. By the time I remembered and got there I was an hour late, but Lauren was still there waiting for me, which goes to show her understanding and dedication. –*Michael Baez*
- We were out of state owners, wanting to sell our property. She took care of everything for us in a very professional and organized manner. –*Tracy Y.*
- Lauren listened to my wish-list and helped me narrow down my priorities to find a great buy in an awesome neighborhood. She walked me through the offer and negotiation process and gave excellent advice on things to pay attention to during the inspection — including recommending a sewer scope, which revealed some serious sewer problems the sellers agreed to repair. The sellers also agreed to install a new electric panel. –*LH*
- She is attentive, knowledgeable, incredibly thorough and does everything with her clients' best interest in mind. She saw potential issues before they arose and always had ideas on how to resolve them. Being so far away, I had to put a lot of trust in her and she far exceeded my expectations. –*CJ O*

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

I have since recommended her to one of my buddies who's looking for a house. –*Michael Baez*

We would highly recommend her! –*Tracy Y.*

**Overwhelmingly,
respondents say Lauren has little to improve
upon.**

I would work with Lauren again in a heartbeat! –*Kim S.*

Reasons for Choosing LdC



Respondents chose Live Dream Colorado because of recommendations, previous experience, and proven results.

- My new boss recommended Lauren to me because she'd worked with her before. –*Lacey Wells*
- A friend recommended her saying "you will love Lauren and her approach". And she was completely correct. –*Doug H.*
- This was our second house that we were selling that she helped us with. –*Maria C.*
- We've done multiple transactions with her. –*N. Waskewicz*
- I started looking online, and Lauren's name is the first one that came up. So I went with her, and it went well. –*Michael Baez*
- Lauren's company helped me purchase my house and we were happy then, so we reached out to her again to help me sell it a few years later. –*David Woolley*

Testimonials



“ Lauren was great. It was a really nice experience working with her. She's very clear and always available. As soon as we would text her, she was right there responding all the time. She's professional, sweet, and listened to all our concerns and replied to every question. She was good with the little details. We know if we need to sell the current house we are in, we will go with Lauren again. This was our second house that we were selling that she helped us with. We had been renting it but didn't want to have to go looking for another renter, so we decided to sell it. It was a little difficult because the people who wanted to buy the house were waiting for paperwork for loan approval, so we decided to wait for them. At the same time, when the inspector checked our roof, he said the shingles were not ok, they needed to be replaced. We had to file a claim with the company who made them, and Lauren helped us through everything. Both us and the buyers are foreigners, and they were not comfortable speaking in English, so Lauren acted as the bridge between us and her and their agent. I was afraid something would get lost in translation but everything went really smooth.” –*Maria C.*

“ Lauren was amazing during the whole selling process! She responded to all of my questions in a very timely manner, and explained each step of the process and all contracts thoroughly. Her professionalism can't be beat. I would work with Lauren again in a heartbeat! –*Kim S.*

Testimonials



“ Lauren is easy to work with. I haven't worked with a lot of Realtors, but Lauren's company helped me purchase my house and we were happy then, so we reached out to her again to help me sell it a few years later. She's very thorough, but not intense in her communication style. She's like 'Ok, let's get stuff done.' She's timely, but appropriate in that she didn't cause me to freak out about anything. She's relaxed but professional. She did a walk-thru and was candid. She talked over options and suggested improvements based on our finances. She was cognizant of our limitations and sensitive to our budget. She gave good advice on the best use of resources to make the most out of the sale. We were separating and my wife was moving out of state. We were on amicable terms but after 16 years the situation was still a little tense. Lauren was very tactful about that and didn't pry, and was helpful in explaining how we would do a closing with one of us being geographically remote. In the end, Lauren was able to match us with another client who was looking to buy, and who she thought would be interested in our house. It ended up being a great fit and we got our full asking price without ever having to list the property.” –*David Woolley*

“ Lauren is an incredible realtor. We've done multiple transactions now with her help and simply can't recommend her enough. She's incredibly knowledgeable, amazingly fast, and stays on top of everything from start to finish. We won't ever go anywhere else! –*N. Waskewicz*

Testimonials



“ Lauren delivers on every level and then goes beyond with a professional manner, personal connection and responsive nature that is truly unique. A friend recommended her saying "you will love Lauren and her approach". And she was completely correct. Seemingly always available with enduring patience and an intuitive sense that made our home purchase process a total joy - and the perfect decision.” –*Doug H.*

“ I had an 11 out of 10 experience with Lauren. It went so smooth. Even when stuff got hard with the lender, she made it so simple for us. She replied quickly and was always available. I have zero complaints; everything was awesome. I have since recommended her to one of my buddies who's looking for a house. She was very reliable and the relationship continued after the sale — I still text her to this day. I'm in the military and I was moving from a different base, from one state to other. I feel that renting is a waste of money, so I wanted to buy a house. I started looking online, and Lauren's name is the first one that came up. So I went with her, and it went well. I asked a lot of questions through FaceTime. She answered them all, and if she couldn't, she'd find out and get back to me. I was buying a new house under construction, and she even communicated with the builders on my behalf to give me updates. One day I was in a meeting and forgot about one of our appointments. By the time I remembered and got there I was an hour late, but Lauren was still there waiting for me, which goes to show her understanding and dedication.” –*Michael Baez*

Testimonials



“ Lauren was excellent! She was well prepared for every meeting and house showing and had extensive knowledge regarding property values, options for remodeling, and the overall pros and cons of each home we visited. She was also a great advocate and very effective at negotiating my needs, even staying up late to negotiate a deal with the seller! She also had wonderful and touching gifts offered during the home-buying process that supported local business and really made the experience feel special. If you ever have need of purchasing property, Lauren is a great realtor to have in your corner! –*Cathryn*

“ Lauren was a dream to work with! We were out of state owners, wanting to sell our property. She took care of everything for us in a very professional and organized manner. She is very detailed, polite, and was always quick to respond. We would highly recommend her! –*Tracy Y*

“ Lauren is an exceptional real estate agent. She is attentive, knowledgeable, incredibly thorough and does everything with her clients' best interest in mind. She goes over and beyond what most realtors would consider doing. I live in FL and had to sell my sister's condo so it was not a simple listing. Lauren helped coordinate contractors, delivery persons and did her homework with the HOA. She saw potential issues before they arose and always had ideas on how to resolve them. Being so far away, I had to put a lot of trust in her and she far exceeded my expectations. I have bought and sold numerous properties over the last 30 years and cannot speak highly enough of Lauren and her work as a real estate agent. –*CJO*

Testimonials



“ I sold and bought a house in the midst of the COVID pandemic, closing both properties on the same day. It was a wild, stressful process, but Lauren was there with superb advice, hands-on help, and proven expertise every step of the way. I listed my old house in the early days of the pandemic, when no one knew exactly how the housing market would respond. Lauren thoughtfully considered market uncertainty along with comps, unique features of my home, and my desire to sell and buy within a tight timeline to develop a well-reasoned price point. The house sold within a month, which was phenomenal given all the showing restrictions and challenges of selling a house in such an unusual time. Lauren thoroughly explained every offer, helped me make counteroffers that met my selling goals, and guided me through repairs and updates. On the buying side of things, Lauren listened to my wish-list and helped me narrow down my priorities to find a great buy in an awesome neighborhood. She walked me through the offer and negotiation process and gave excellent advice on things to pay attention to during the inspection — including recommending a sewer scope, which revealed some serious sewer problems the sellers agreed to repair. The sellers also agreed to install a new electric panel. Lauren answered every question and phone call quickly, professionally, and with a deep understanding of the huge range of emotions and frustrations real estate transactions can bring up. She is amazing! I cannot rave about her enough. Hire her for your next home sale or purchase! –LH

Testimonials



“ This was my first time buying a house. I had never worked with a Realtor before. I was finishing up graduate school and had a job lined up in Colorado Springs. My new boss recommended Lauren to me because she'd worked with her before. She was helpful and kind. I didn't feel stupid asking her questions. She would answer them all and give me guidance and help me figure out what was next in the process, and what to expect. I felt I could trust her with the things I was looking for. I wasn't concerned about being cheated. Since I was on a different schedule coming from out of state, Lauren ended up working with me at a time that I'd have normally considered after hours — like, she should have been home. That was impressive. She was timely and responsive. We kept changing the search parameters to find the fit I was looking for. I ended up buying a house that she was also the seller's broker for — it never reached the market. She'd told me about it a month or so before it was ready and I filed it in the back of my head as we looked elsewhere. When we didn't find anything, she showed it to me when it became available and it was perfect. I made an immediate offer. I love my neighborhood and it's close to my work, which is great.” — *Lacey Wells*