

REPORT: 11TH ANNUAL CUSTOMER SATISFACTION STUDY

Live Dream Colorado

Prepared by **HugSpeak Consulting**

February 2023

Summary of Findings

Describing Lauren Collier

- Respondents overwhelmingly report positive and expectation-exceeding experiences working with Lauren (and similarly positive experiences working with Jay).
- For the eleventh 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.
- Out-of-state buyers and sellers say Lauren makes what could be a difficult process incredibly easy.

Client Recommendations & Suggestions

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

Additional Results

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

Lauren is ...

Able to sell your home quickly and for the best price.

- She used a really great photographer. The pictures were amazing. Lauren had given me good instructions for preparing the house, like recommendations on what to do and not to do when I was setting it up. She helped handle everything and it all went according to plan. The market was heading down a bit during that period and there were around 90-something houses similar to mine available, but it still took less than a month to get under contract. –*Michael Baez*
- She did a great job promoting the house with signage, social media and all the avenues available to her. Jay came in and did an outstanding job with our photos. –*Cathy Genato*
- She hired a really quality photographer, who took photos of each room from every angle, used a drone, made a video. They didn't skimp on anything. We learned a lot about the importance of staging a home through Lauren, to a degree I had never heard before from any other realtors. Lauren's advice really helped us stage the house well. With the photographer and great listing, we felt like all that contributed to us being able to sell at market value and get that offer during the first weekend that it went up for sale. –*Becca and Konrad Schlarbaum*
- Lauren did a great job helping us sell our home. They took great photos and helped stage the house well. It sold pretty quickly. –*Happy Seller*

Lauren is ...

Working for you. Looking out for your best interests.

- I was very pleased with the fact that she took the time to go over the contract and what each document specifies and what it means, because I was previously working with another realtor and got close to closing on the house and I didn't get any of that type of customer service. As a first-time buyer, I thought that was very important, to go over each of the documents. –*Leah Williams*
- Lauren cares about helping people and helping them accomplish their goals. –*Cathy Genato*
- Lauren had stamina. We started talking to her about buying a new house around five years before we finally did so. She never put any pressure on us and was so patient and understanding. That was amazing. She was really fair and respectful, in terms of giving us information, but leaving it up for us to make decisions. She wasn't trying to push us one way or another. It was very professional. –*Becca and Konrad Schlarbaum*
- She was especially helpful when we were under contract. She listened to our concerns and represented us well. We were very pleased with the numerous times she provided us with local referrals and the quality of those referrals. –*Glinda and Bruce Digiacinto*
- She advised us throughout the process and kept us from making poor decisions. –*Virginia Thompson*
- This was our first home-buying experience. We came into the process pretty stressed out, but Lauren was a calming presence. She made us feel heard. And she kept us reasonable and realistic to our budget. –*Erica G.*
- She listens to me as the customer and what I'm looking for; my needs and requirements. –*Merl M.*

Lauren is ...

Capable of handling whatever comes up.

- We had a lot of questions that Lauren worked us through, for instance how much was reasonable in terms of asking for certain repair work to be done, and how much we could request from the seller. The inspection had revealed several issues. Lauren was great navigating and negotiating that. We were able to get the sellers to drop the price by \$5,000 initially, then we got an additional \$10,000 for repairs, like replacing windows, get radon mitigation installed and some more small things. –*Becca and Konrad Schlarbaum*
- Lauren dealt with some serious stuff with our house. We needed radon mitigation, and there were a lot of little hiccups along the way. The buyer had said originally that they weren't going to ask for any concessions that weren't necessary, like related to safety and such. But when they came back with an offer, they did ask for extra stuff to be done. Lauren helped us field all that and decline politely, reiterating that 'this isn't what was agreed to' when we gave them buyer preference. She was very good and helped smooth everything over so it went through without us having to agree to those concessions. –*Liese Chavez*
- She had all the questions we didn't even know we needed to ask. Working with her was exactly what we needed. –*Jania D.*
- Lauren and Jay helped us manage renovation, which was done remotely. They came and checked on the progress, took pictures and gave their opinions, which was invaluable. That's not what I would expect from every realtor. I almost felt like we were taking advantage of them. –*Hunter C.*
- She was great fielding whatever problems arose. –*Cathy Genato*

Lauren is ...

Exceptional. Great to work with.

- She was great! It was very easy to work with Lauren. She's professional and always kept me posted with what was and was no longer on the market. She operated very efficiently and was communicative. Lauren was with me during home inspection, closing, every step of the way. –*J.T. Najera*
- Working with Lauren was awesome. She was outstanding. –*Brandon Harrison*
- She's really got it together and knows what she's doing. –*Becca and Konrad Schlarbaum*
- Lauren made it easy. She was informative, and overall exceptional. –*Leah Williams*
- I was impressed with how organized and professional she was. A difficult situation arose with one of the workers at one point and I lost my temper with them, but Lauren came in and smoothed it all over, dealing with an upset company for me. She kept her cool even when things got hairy. I was very grateful to her. –*Liese Chavez*
- They [Lauren and Jay] were so professional, and it was pretty amazing service for not even having met us in person, just through video chatting. They were really awesome the whole time. –*Sarah and Randall Mayes*
- Overall my experience in both transactions with Lauren was amazing. –*Michael Baez*
- She was great with finding us lots of options without overwhelming us. –*Erica G.*
- Great person! –*Happy Buyer and Seller*
- She was awesome to work with. –*Jania D.*

Lauren is ...

Responsive.

- She has spot-on customer service. She's accommodating and receptive. And direct and clear, which I like. –*Merl M.*
- I was able to call her anytime; she was always available. And she answered my questions, whether they were dumb or good ones, no matter what. –*Michael Baez*
- It was still during the pandemic, and houses were just selling left and right! Super fast! However, Lauren was always on top of everything and always making phone calls to make sure that the houses I wanted to see were still available. –*J.T. Najera*
- She was very accommodating to our schedules. We've got two young kids, so made herself available no matter the time. –*Brandon Harrison*
- I was able to contact her anytime, she was always available to answer questions for us. –*Cathy Genato*
- Lauren and Jay were willing to meet with us on very short notice. They were tireless when showing us around and answering questions. –*Hunter C.*
- She was ready to show us homes, answer our questions or do any research that was needed to provide us with helpful information. She was totally professional, knowledgeable and readily accessible. –*Glinda and Bruce Digiacinto*
- Lauren was also great at answering right away when we had any questions. –*Happy Seller*
- Lauren would give us feedback immediately. –*Sarah Mayes*

Lauren is ...

Great for out-of-state buyers and sellers.

- We were largely working with Lauren long distance, doing everything from Texas. When we came into town, we only had two days here to go house hunting. Lauren lined everything up perfectly so that we got to see everything that we wanted to. She made the process super easy and had everything we needed ready to go. –*Jania D.*
- We lived in Texas and wanted to retire to Colorado Springs. We began working with Lauren before we ever sold our home in Texas. When we sold our home in Texas and traveled to Colorado Springs, it felt like we already knew her. –*Glinda and Bruce Digiacinto*
- We had to move before the whole sale process was complete. We still needed the sewer line snaked, and several things still needed to be dealt with while we were gone, and Lauren handled all of that for us. She met workers at the house and facilitated the whole wrap-up with no complaints. She just made sure everything went well and she got us set up with a notary in California to finalize everything. The whole last leg was done long distance, and she just made that as easy as it could be. –*Liese Chavez*
- We were out of state, buying our house sight unseen and Lauren and Jay were instrumental in making that work. We couldn't have done it without them. They were basically our eyes and ears on the ground, giving us opinions, since, among other things, we couldn't know if a neighborhood was one where we'd feel comfortable. –*Hunter C.*
- We bought our house sight unseen, from out of state, just from video chats with Lauren. She went to house after house doing video tours for us so that we could see them. –*Sarah and Randall Mayes*

Lauren is ...

Excellent at advising sellers.

- After some initial tours of potential buyers, we got feedback that there was a lingering cat odor. Lauren helped advise us through replacing the carpets and another round of deep cleaning. That solved the issue. I had confidence in anything that she said or recommended. She knows the business inside and out. –*Cathy Genato*
- Our situation was complicated. The market was going from a seller's to a buyer's market quickly. There was a lot of uncertainty about how quickly we'd be able to sell, and we didn't want that to be an issue with our new home purchase. Lauren was great in helping us navigate what that all looked like, giving us a good understanding, and reassuring us that it was possible. –*Becca and Konrad Schlarbaum*
- Very experienced and familiar with the area. –*Happy Buyer and Seller*

Lauren and Jay are...

Willing to go above and beyond.

- We put an offer in on a house, and they accepted the offer. Then I sort of had that "Oh my god, are we really doing this?" moment. "I haven't even seen this house before. There's three other ones that I love online. I don't know what we're doing." Lauren was even willing that same day to go back and tell the sellers that we needed to look through the house one more time. She did another video chat with us, while at the same Jay went to another house that I thought I was in love with and walked through it, to make sure that this was really the house that we definitely wanted. And it ended up being perfect. We had wanted to fly out for the inspection, but tickets were very expensive and Colorado Springs also got a snowstorm that day. So Jay went and he stayed with the inspector the whole time so we could video chat and ask him any questions we wanted. –*Sarah Mayes*
- They definitely went above and beyond. –*Hunter C.*
- Because we'd lived in this house for 20 years, we had more stuff in storage than we realized. We ended up throwing over half of it out. Lauren was so wonderful; she even took things to Goodwill for us more than once. Even on closing day we were still finalizing the clean, and she did a donation run for us. She does what's needed. –*Cathy Genato*

**Overwhelmingly,
respondents say they would recommend
Lauren and will work with her again.
Some already have.**

With my husband being in the military, we don't know when we'll have to move again, but at some point we'll be calling Lauren when it's time to sell our house. *—Sarah and Randall Mayes*

This was my third time working with Lauren, so I'm a repeat customer. I'm actually going to be contacting her again soon because I'm ready to buy my next house. *—Merl M.*

I would recommend her services every day to anyone in the business of real estate buying and selling. *—Happy Buyer and Seller*

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

Testimonials

“ We had checked a few other realtors before we decided to go forward selling our home with Lauren. Initially, I liked her online presentation and talking with her on the phone, so then she came to our house to look at our property and give us a presentation. She showed us some past property listings she's sold and the video tours that Live Dream Colorado had created. Everything was very bright and open looking and we felt she had something good going on. I was impressed with how organized and professional she was. I was sold right away on having her do our sale. And we sold in less than a week, right around our list price, because we decided to meet the sellers half way on some requests. Our house was a "Manitou Springs special" so Lauren dealt with some serious stuff with our house. We needed radon mitigation, and there were a lot of little hiccups along the way. The buyer had said originally that they weren't going to ask for any concessions that weren't necessary, like related to safety and such. But when they came back with an offer, they did ask for extra stuff to be done. Lauren helped us field all that and decline politely, reiterating that 'this isn't what was agreed to' when we gave them buyer preference. She was very good and helped smooth everything over so it went through without us having to agree to those concessions. Also, we had to move before the whole sale process was complete. We were selling because we were ready for a big life change. We still needed the sewer line snaked, and several things still needed to be dealt with while we were gone, and Lauren handled all of that for us. She met workers at the house and facilitated the whole wrap-up with no complaints. A difficult situation arose with one of the workers at one point and I lost my temper with them, but Lauren came in and smoothed it all over, dealing with an upset company for me. She kept her cool even when things got hairy. I was very grateful to her. She just made sure everything went well and she got us set up with a notary in California to finalize everything. The whole last leg was done long distance, and she just made that as easy as it could be. She really went above and beyond. She was just really delightful.” *—Liese Chavez*

Testimonials



“ I’m in the military and I got stationed in Colorado Springs. I bought a house with Lauren on my way into town in fall, 2020, and later sold that same home with her in winter, 2022, after I decided to get out of the service. Life happened, and I decided to move to a different state. Overall my experience in both transactions with Lauren was amazing. I think it speaks for itself that I used her services again to sell my home after having bought with her. I told her after we’d done the initial purchase that I would definitely be using her again in the future. I was able to call her anytime; she was always available. And she answered my questions, whether they were dumb or good ones, no matter what. And when it came time for my sale, she used a really great photographer, the pictures were amazing. Lauren had given me good instructions for preparing the house, like recommendations on what to do and not to do when I was setting it up. She helped handle everything and it all went according to plan. The market was heading down a bit during that period and there were around 90-something houses similar to mine available, but it still took less than a month to get under contract.” *—Michael Baez.*

“ I feel like Lauren did a great job and I was very happy with the outcome of working with her. I was very pleased with the fact that she took the time to go over the contract and what each document specifies and what it means, because I was previously working with another Realtor and got close to closing on the house and I didn't get any of that type of customer service. As a first-time buyer, I thought that was very important, to go over each of the documents. My situation was unique, in that I was actually purchasing the property that I'd been living in for five years, from my ex-partner. Lauren made it easy. She was informative, and overall exceptional.” *—Leah Wilson*

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Testimonials



“ We decided to leave our lives in Colorado behind after many years to live in a warmer climate, and now live in Florida. Lauren Collier was our neighbor before, and she continued to own and rent the house next door to us for the past decade. So we knew her reputation and loved our neighborly relationship with her. We had no qualms about hiring her when it came time for us to sell. Because we’d lived in this house for 20 years, we had more stuff in storage than we realized. We ended up throwing over half of it out. Lauren was so wonderful; she even took things to Goodwill for us more than once. Even on closing day we were still finalizing the clean, and she did a donation run for us. She does what’s needed. I was able to contact her anytime, she was always available to answer questions for us. She was great fielding whatever problems arose. After some initial tours of potential buyers, we got feedback that there was a lingering cat odor that we weren’t aware of, which is why we didn’t sell as quickly as we initially thought we would. Lauren helped advise us through replacing the carpets and another round of deep cleaning. That solved the issue. At another point, the buyers, after we accepted their offer, asked for an additional \$10,000 to spruce the house up. I wasn’t happy with that and didn’t want to agree to it initially, but Lauren professionally advised, “This is a good offer, I’d advise doing it.” I had confidence in anything that she said or recommended. Like, ‘Okay, she knows the business inside and out.’ She did a great job promoting the house too, with signage, social media and all the avenues available to her. Jay came in and did an outstanding job with our photos. I am so impressed at how far she has gone since we first met her as neighbors. She cares about helping people and helping them accomplish their goals. I know this about her personally. Without Lauren, we’d have had a more difficult time selling our home for sure.” *—Cathy Genato*

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“ We were out of state, buying our house sight unseen and Lauren and Jay were instrumental in making that work. We couldn't have done it without them. They were basically our eyes and ears on the ground, giving us opinions, since, among other things, we couldn't know if a neighborhood was one where we'd feel comfortable. We flew out once to look at the area and Lauren and Jay were willing to meet with us on very short notice. They were tireless when showing us around and answering questions. Then, after we purchased the house, Lauren and Jay also helped us manage renovation, which was done remotely. They came and checked on the progress, took pictures and gave their opinions, which was invaluable. That's not what I would expect from every realtor. I almost felt like we were taking advantage of them. They definitely went above and beyond. We're very satisfied with the location, the house, the price, and with the work that was done. We're super happy.” —*Hunter C.*

“ My sister and her family needed a place to stay, so I decided to go ahead and purchase a new home last year. To say that the search process was crazy (at that time) is an understatement. It was still during the pandemic, and houses were just selling left and right! Super fast! However, Lauren was always on top of everything and always making phone calls to make sure that the houses I wanted to see were still available. She was great! It was very easy to work with Lauren. She's professional and always kept me posted with what was and was no longer on the market. She operated very efficiently and was communicative and easy to work with. Almost a year living in the house now, I couldn't be any happier with this purchase. Lauren was with me during home inspection, closing, every step of the way.” —*J. T. Najera*

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11th Annual Live Dream Colorado Customer Satisfaction Study (January 2023)

Testimonials

“ Lauren had stamina. We started talking to her about buying a new house around five years before we finally did so — just asking initial questions, looking to see what was possible with our income, eventually checking out some places, but waiting for the time that was right for us. She never put any pressure on us and was so patient and understanding. That was amazing. When we were finally ready — because we have two kids and we became maxed out on space and needed a yard and basement desperately — we were looking to buy the new house and sell our existing home very quickly afterwards. We didn't end up in a contingency, but it was similar. So our situation was complicated. Another dynamic at play was the market was turning significantly, going from a seller's to a buyer's market quickly. Lauren was great in helping us navigate what that all looked like, giving us a good understanding, and reassuring us that it was possible, that we weren't crazy for going that route. She hired a really quality photographer, who took photos of each room from every angle, used a drone, made a video. They didn't skimp on anything and went above and beyond for what technically was a manufactured house, a simple 3-bed, 2-bath, lower-priced house. She overcame the challenges. And we learned a lot about the importance of staging a home through Lauren, to a degree I had never heard before from any other realtors. Lauren's advice really helped us stage the house well. So with the photographer and great listing on top of that, we felt like all that contributed to us being able to sell at market value and get that offer during the first weekend that it went up for sale. Again, that's even as the market was turning. That's pretty incredible. She's really got it together and knows what she's doing. On the buying side, I would say it's the same. We had a lot of questions that Lauren worked us through, for instance how much was reasonable in terms of asking for certain repair work to be done, and how much we could request from the seller. The inspection had revealed several issues. Lauren was great navigating and negotiating that. We were able to get the sellers to drop the price by \$5,000 initially, then we got an additional \$10,000 for repairs, like replacing windows, get radon mitigation installed and some more small things. Lastly, we'd say Lauren was really fair and respectful, in terms of giving us information, but leaving it up for us to make decisions. She wasn't trying to push us one way or another. She maintained a neutral stance. It was very professional.” —*Becca and Konrad Schlarbaum*

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11th Annual Live Dream Colorado Customer Satisfaction Study (January 2023)

Testimonials



“ We had just relocated to the state so we were in the market for a new home. It didn't take us long to find one. Lauren was very helpful in matching the listings to what we were looking for. And she was very accommodating to our schedules. We've got two young kids, so Lauren made herself available no matter the time. Working with her was awesome, she was outstanding. And we're loving our new home.” —*Brandon Harrison*

“ I recently sold a house with Lauren Collier as my realtor. It was actually my third time working with her, so I'm a repeat customer. The first time I sold a home with her, I wasn't even in the state. She kept in constant communication, reassuring me that the process was going okay, which I appreciated. She has spot-on customer service. She listens to me as the customer and what I'm looking for; my needs and requirements. She's accommodating and receptive. And direct and clear, which I like. I'm actually going to be contacting her again soon because I'm ready to buy my next house. —*Merl M.*

“ We were moving to Colorado Springs with the military. So we were largely working with Lauren long distance, doing everything from Texas. When we came into town, we only had 2 days here to go house hunting. Lauren lined everything up perfectly so that we got to see everything that we wanted to. She made the process super easy and had everything we needed ready to go. She had all the questions we didn't even know we needed to ask. Working with her was exactly what we needed. We're very happy with what we bought. We got into the neighborhood that we wanted to be in, so it worked out perfect. She was awesome to work with. —*Jania D.*

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Testimonials



“ Lauren and Jay were amazing. We bought our house sight unseen, from out of state, just from video chats with Lauren. She went to house after house doing video tours for us so that we could see them. And she helped kind of discourage us away from certain ones. She was really great. Very committed to helping us find a house. And we love the house. We're so happy. My husband is ready to stay here forever. I think the biggest thing that stands out to me throughout the buying process with Live Dream Colorado is that we put an offer in on the house, and they accepted the offer, then I sort of had like that 'Oh my god, are we really doing this?' moment. 'I haven't even seen this house before. There's three other ones that I love online. I don't know what we're doing.' Lauren was even willing to — that same day — go back and tell the sellers that we needed to look through the house one more time. She did another video chat with us, while at the same Jay went to another house that I thought I was in love with and walk through it, to make sure that this was really the house that we definitely wanted. And it ended up being perfect. We had wanted to fly out for the inspection, but tickets were very expensive and Colorado Springs also got a snowstorm that day. So Jay went and he stayed with the inspector the whole time so we could video chat and ask him any questions we wanted, so we spent a lot of time with Jay, too. They were so professional, and it was pretty amazing service for not even having met us in person, just through video chatting. They were really awesome the whole time. And she sent us a ton of houses to look through. All we had to do was say, 'Oh, we don't know about this backyard or whatever,' and she would give us feedback immediately. She was so familiar with the area. With my husband being in the military, we don't know when we'll have to move again — we're supposed to be here at least three years — but at some point we'll be calling Lauren again when it's time to sell our house.” —*Sarah and Randall Mayes*

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Testimonials



“ Lauren sold me the house eight years ago and helped me sell it last year. Wonderful lady and agent in the field. I have all the respect for her. I would recommend her services every day to anyone in the business of real estate buying and selling. Very experienced and familiar with the area. Great person! *—Happy Buyer and Seller*

“ This was our first home-buying experience. We'd gotten pregnant and decided it was time to move out of an apartment and into a home. We came into the process pretty stressed out, but Lauren was a calming presence. She made us feel heard. And she kept us reasonable and realistic to our budget. We'd pre-qualified, so we knew what we had to work with, but she did later give us a referral to ENT Bank, which had the best rates at the time, so we appreciated that. It all happened really quickly. We first met with Lauren on a Monday, and were out touring houses the next day, and had made an offer before the end of the week, because we found a spot that we felt was way better than anything else we'd seen. She was great with finding us lots of options without overwhelming us. We're happy with our new home. We knew the outside needed a lot of work, but the inside was livable. We've been able to do some fixing up and that's been enjoyable. The outside will have to wait till warmer weather!" *—Erica G.*

“ I'm retired military and recently retired altogether. We decided to move from Colorado to Panama City, Florida. Lauren did a great job helping us sell our home; they took great photos and helped stage the house well. It sold pretty quickly. Lauren was also great at answering right away when we had any questions. *—Happy Seller*

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Testimonials



“ We lived in Texas and wanted to retire to Colorado Springs. We began working with Lauren before we ever sold our home in Texas. She knew specifically what kind of property we were looking for and provided emails with those homes on an ongoing basis. She kept us apprised of the housing market in Colorado Springs as the Federal Reserve increased interest rates. When we sold our home in Texas and traveled to Colorado Springs, it felt like we already knew her. She was ready to show us homes, answer our questions or do any research that was needed to provide us with helpful information. She was totally professional, knowledgeable and readily accessible. She was especially helpful when we were under contract. She listened to our concerns and represented us well. We were very pleased with the numerous times she provided us with local referrals and the quality of those referrals. My husband and I highly recommend Lauren Collier without any reservations." *—Glinda and Bruce Digiacinto*

“ Lauren's knowledge and experience were appreciated during a tumultuous housing market. - *Scott LoBosco*

“ As well as being a wonderful person, Lauren is a total professional. She advised us throughout the process and kept us from making poor decisions. Lauren is confident and knowledgeable in all her dealings with the sellers and helped us find a great home making our experience as smooth as buying a home can be. *—Virginia Thompson*

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