

# REPORT: 12<sup>TH</sup> ANNUAL CUSTOMER SATISFACTION STUDY

Live Dream Colorado

Prepared by **HugSpeak Consulting**

*February 2024*

## Summary of Findings

### Describing LDC

- Respondents overwhelmingly report positive and expectation-exceeding experiences working with LDC.
- For the twelfth year in a row, respondents frequently mention Lauren's exceptionalism and responsiveness, as well as her extensive knowledge of the market, and her willingness to do whatever clients need. Several say she makes the process of buying and selling smooth and easy. While respondents didn't talk about Jay as much, what they had to say was positive.
- Out-of-state buyers and sellers say LDC makes what could be a difficult process incredibly easy.

### Client Recommendations & Suggestions

- For the twelfth year in a row, the overwhelming majority of respondents would highly recommend Live Dream Colorado.
- All respondents thought the LDC team had little to improve upon. Many raved about their experience.
  - One respondent mentioned feeling like they missed out on some buying opportunities because, while they were casual about their pace most of the time, they wanted to make aggressive offers a handful of times that didn't get made quickly enough. This respondent was still highly satisfied overall with LDC.

### Additional Results

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

# LDC is ...

## A reliable, knowledgeable team that cares about their clients.

- Lauren and Jay were the best realtors I've had. I had an amazing experience with them. They were always available. Super reliable. I had a lot of trust in them. The process was extremely smooth because of Lauren and Jay. I bought a house in Utah around the same time with a different realtor and it was an extremely different process. It was a night and day difference. –*Melanie*
- They care about family. They care about their clients. They're going to try their best to make sure that you're going to get what you want for the price that you want. –*Rashawn*
- Lauren and Jay answered all our questions. Whenever we had an inspector or anyone come in to the house Lauren or Jay was always present. The seller was being really difficult, which was unfortunate. We were so grateful Lauren and Jay were on top of all the details, observing all the things the seller still needed to do. We found stuff that we had to get fixed like the sump pump was broken, the electricity to the garage had been turned off, the garage wouldn't close. They were on top of it all. –*Kelly D.*
- Everything went well for us working with Lauren and Jay. –*Aaron*

# Lauren is ...

## Exceptional.

- Lauren is a phenomenal resource. She's probably the best realtor I've ever used, and I've bought a half-dozen homes in my life. These last two with Lauren have been remarkably easy. She's knocked them out of the park. –*John D.*
- Working with Lauren was an absolute dream. She was a godsend. I recommend her to everyone I know. I wouldn't hire anybody else in Colorado Springs. She's the one to go to. She's an excellent realtor to work with. –*Jean C.*
- If I could move Lauren around with me and have her come help me buy and sell every time, I would. –*Melanie*
- I was thoroughly pleased and impressed with Lauren. I was going through a divorce, so selling the house was a very stressful event. Lauren was compassionate and understanding and professional through the entire ordeal. –*G.B.*
- Working with Lauren was awesome. –*Robert S.*
- Lauren was top notch. She's professional, thorough, and friendly. –*Katie*
- We loved working with Lauren. She's present, active, attentive, and thorough. She's a very good communicator. –*Roger B.*
- I've used Lauren two or three times now. She's amazing. –*Merl M.*
- Lauren is a pleasure to work with. –*Kristen Allen*

# Lauren is ...

## Working for you. Looking out for your best interests.

- She really focuses on her clients and what they need and how to best help them. *–Happy Seller*
- Lauren will tell you how it is. She listens to you and takes your input, then gives her professional response about the general process, the right way to do things, and what's best for you. She's out for you. *–Merl M.*
- She knew exactly what we wanted and we got exactly what we wanted. She didn't try to steer us in another direction or anything. She made sure we got the house we wanted in the neighborhood we wanted for the school we wanted for the price we wanted. We love her because there was no need to beat around the bush and look at other houses. *–Rashawn*
- She's understanding. When we first hooked up with her, we pushed to sell the property we had in the Springs, then decided we weren't going to sell right away, and she was fully understanding of that. There was no pressure. Then 6-8 months later we decided to sell, and let her know we were going to put it on the market "as is." She said if you do this, we can get a higher price, but with the commute, we knew we weren't going to get it done. She was understanding about that, too. *–Robert S.*
- She is helping me purchase a new construction now. I told her the things I was interested in. The tools she used made it so easy to find things that were available that were in my price range and matched my desires like a garage and square footage and air conditioning. *–John D.*
- I felt like she was on my side for selling — keeping what I wanted in mind, but also giving me facts on local sales to back up her numbers. *–Melanie*

# Lauren is ...

## Patient and explains everything thoroughly.

- Lauren is very good at explaining things at whatever level you need so you're not left floundering and stressed the whole time. She takes a lot of the burden out of the process, which is a relief when you're selling and buying since there are so many things that have to be done at certain times, and if you don't make one it could ruin the whole deal. Lauren makes the process very clear, very upfront, and lets you know what those intricate steps are, so you know the whole thing and you're ready to go. *–Kelly D.*
- Lauren spent a lot of time on the phone and in person explaining in detail anything I had questions about. She would go line by line in the contract and explain everything. I felt like she cared. *–Melanie*
- I was not tech savvy, so she walked me through the DocuSign procedure several times. Her patience on top of everything was very impressive to me. *–G.B.*
- She sat down and took us through the whole process and explained everything thoroughly. *–Roger B.*

# Lauren is ...

## Knowledgeable about the market.

- It was clear that Lauren has a depth of experience in the local market, and she was really realistic about what our options were and where things were at in the market. –*Aaron*
- She knew her stuff. She got us our asking price, and it was a lot higher than a couple of the other realtors we interviewed. When we told her the price we had in mind and that some other realtors were thinking \$50,000 less, she said, "No, I agree with you, because that view, people will pay for it." –*Katie*
- She was very knowledgeable and right on track with what needed to be done. I felt like she was very dialed in to the market. –*G.B.*
- She's experienced and extremely knowledgeable. I wanted a home in a very specific area at a specific price point. There was some stuff that was a little higher than I wanted to be at and it just wasn't quite right, so we waited for the right thing to come open. –*Kristen Allen*

# Lauren is ...

## Excellent at marketing properties and advising sellers.

- Lauren did a great job marketing the house, and I really think it made a huge difference for us. She gave some really good advice on what we needed to do to get the best value for the house. She's very good at giving you guidance on what's worth doing and what's not worth doing. She's good about telling you what you can expect. Very straightforward. –*Happy Seller*
- Selling our house with Lauren worked amazingly well. We put it on the market on a Friday. We had a bid on Saturday and another bid on Sunday, which we took. Lauren had recommendations on staging. That's part of her process, giving advice on what things to move here and there. She had people come in and resituate things that were currently in our house to put it in its best light. She had good recommendations on how to price it. It was a very, very quick and easy process because she had it so under control. –*Kelly D.*
- We were under contract in under 36 hours, so her guidance of helping me navigate through what I needed to get done at the property was spot on. I think we priced the house fairly and appropriately because we had a full price offer and were negotiating within two hours of it going live on the MLS. –*G.B.*
- She did a great work up for the property. The pictures came out amazing. The drone she used to videotape everything came out amazing. It was really, really good. –*Robert S.*
- She had great photos taken and put together a great media presentation on the web. It was published to and advertised to a lot of places. We were on the market less than seven days. I think we were sold and closed in three weeks. I was in shock. It went real quick and it was sold for what we wanted. –*John D.*
- She had a really good eye for the things that we needed to improve. –*Melanie*

# Lauren is ...

## On top of everything and able to find whatever you need.

- She was willing to help out in any situation. I didn't have to worry about "Did I get this done? Did I get that done?" If I didn't get it done, she reminded me. She was always there when I needed something. She took care of lots of things for me. She kept on top of things when I couldn't. I had to replace the water heater in my house before we could sell it. She was able to find someone who would install it and purchase it all at the same time, because by that time I was already in Arizona. –*Jean C.*
- When we went to go look at the house I bought, Lauren knew that it likely wouldn't pass a home inspection for VA home loan, which she knew I was initially going to go for. She was aware of different avenues of financing and had she not had the wherewithal and knowledge and experience, I don't know that I would have gotten into my home. She helped me out with radon stuff because I have to cover it on mitigation. She helped me figure out foundation repair stuff. She knows all the different avenues that you need to explore when looking at a house like inspection, structural repair, plumbing, etc. –*Kristen Allen*
- She was on top of all the dates and on everything that had to happen. We're both military, so our big thing is communication. We're big on cradle to grave processes. We want to know where it starts, where it ends, what's our role, what's your role. In the military, when you ask somebody to do something you expect them to do it. Lauren was so engaged and so on it. We didn't have to call and follow up. We didn't have to ask her, what's the status of this? She was always letting us always know. If Lauren says she's going to do something, she does it, and probably early. She always follows up. She was good with finding different specialists like the chimney guy and plumber guy. She had references for people she's worked with that did a good job. –*Kelly D.*
- The process went so much smoother than it could have gone, and I give her the credit for that. She helped us make it happen quickly. –*G.B.*

# Lauren is ...

## Responsive.

- The greatest thing is she was available all the time, even when it wasn't business hours. She'd say "call me anytime you have a question" and she really answered the phone, even if we had a question at eight o'clock at night. –*Kelly D.*
- I could tell she strives for excellence in everything she does. She was always very quick to respond. –*G.B.*
- She was helpful and responsive. –*Happy Seller*
- She was available to go and look everywhere I wanted to do a walkthrough. She's highly accessible and very knowledgeable and very professional. –*John D.*
- She's very professional, upfront, and responsive. –*Merl M.*

## Great for out-of-state buyers and sellers.

- I was trying to move [out of state] and sell the house all at the same time, so there was a lot going on. Lauren made it easy. –*Jean C.*
- We did everything from Hawaii. We did video chats, a bunch of pictures, and driving around neighborhoods to show us the house and where we would be living. We flew in to review the house the day that we signed the papers. –*Rashawn*
- I was out of state by the time the house sold, and she facilitated getting everything taken care of with me out of state as well. –*Happy Seller*

# Jay is ...

## **Knowledgeable, fun, and accommodating.**

- Jay was a lot of fun. He was knowledgeable and always there to handle all the people coming and going at the house. He would set things up in a way that was always accommodating to our schedule if we needed to be there. –*Kelly D.*
- When we got the house and flew back out of town, Jay checked on the house for us, making sure we didn't have any packages on the porch and making sure nobody broke in while we're out of town. –*Rashawn*
- Jay did a lot of the showings. All the showings he had with us and the coordination on paperwork was handled really well. –*Aaron*

**Overwhelmingly,  
respondents say they would recommend  
LDC and/or will work with LDC again.  
Some already have.**

**Overwhelmingly,  
respondents can't think of any  
areas for improvement.**

# Testimonials

“ Lauren and Jay were the best realtors I've had. I had an amazing experience with them. They were always available. Super reliable. I had a lot of trust in them. Lauren spent a lot of time on the phone and in person explaining in detail anything I had questions about. She would go line by line in the contract and explain everything. I felt like she cared. She had a really good eye for the things that we needed to improve and I felt like she was on my side for selling — keeping what I wanted in mind, but also giving me facts on local sales to back up her numbers. The process was extremely smooth because of Lauren and Jay. I bought a house in Utah around the same time with a different realtor and it was an extremely different process. It was a night and day difference. If I could move Lauren around with me and have her come help me buy and sell every time, I would. —*Melanie*

“ Working with Lauren was an absolute dream. I was trying to move and sell the house all at the same time, so there was a lot going on. Lauren made it easy. She was willing to help out in any situation. I didn't have to worry about “Did I get this done? Did I get that done?” If I didn't get it done, she reminded me. She was always there when I needed something. She took care of lots of things for me. She kept on top of things when I couldn't. I had to replace the water heater in my house before we could sell it. She was able to find someone who would install it and purchase it all at the same time, because by that time I was already in Arizona. She was a godsend. I recommend her to everyone I know. I wouldn't hire anybody else in Colorado Springs. She's the one to go to. She's an excellent realtor to work with. —*Jean C.*

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# Testimonials

“ I highly recommend Lauren. She's very good at explaining things at whatever level you need so you're not left floundering and stressed the whole time. She takes a lot of the burden out of the process, which is a relief when you're selling and buying since there are so many things that have to be done at certain times, and if you don't make one it could ruin the whole deal. Lauren makes the process very clear, very upfront, and lets you know what those intricate steps are, so you know the whole thing and you're ready to go.

Selling our house with Lauren worked amazingly well. We put it on the market on a Friday. We had a bid on Saturday and another bid on Sunday, which we took. It went way faster than we thought it would. We were over the moon! Lauren had recommendations on staging. That's part of her process, giving advice on what things to move here and there. She had people come in and resituate things that were currently in our house to put it in its best light. She had good recommendations on how to price it. It was a very, very quick and easy process because she had it so under control. She was on top of all the dates and on everything that had to happen. We're both military, so our big thing is communication. We're big on cradle to grave processes. We want to know where it starts, where it ends, what's our role, what's your role. In the military, when you ask somebody to do something you expect them to do it. Lauren was so engaged and so on it. We didn't have to call and follow up. We didn't have to ask her, what's the status of this? She was always letting us always know. If Lauren says she's going to do something, she does it, and probably early. She always follows up. The greatest thing is she was available all the time, even when it wasn't business hours. She'd say “call me anytime you have a question” and she really answered the phone, even if we had a question at eight o'clock at night. She's easy to work with.

Working with her on buying a house was a no brainer after her selling the other house. We hadn't bought a house in 20 years. Her communication was great. She made it really simple to understand the process. She was good with finding different specialists like the chimney guy and plumber guy. She had references for people she's worked with that did a good job. She and Jay answered all our questions. Jay was a lot of fun. He was knowledgeable and always there to handle all the people coming and going at the house. He would set things up in a way that was always accommodating to our schedule if we needed to be there. Whenever we had an inspector or anyone come in to the house Lauren or Jay was always present. The seller was being really difficult, which was unfortunate. We were so grateful Lauren and Jay were on top of all the details, observing all the things the seller still needed to do. We found stuff that we had to get fixed like the sump pump was broken, the electricity to the garage had been turned off, the garage wouldn't close. They were on top of it all. —*Kelly D.*

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“ Lauren did a great job marketing the house, and I really think it made a huge difference for us. She gave some really good advice on what we needed to do to get the best value for the house. We were able to get what we wanted. It was a fast and easy process once we once we got it on the market. She's very good at giving you guidance on what's worth doing and what's not worth doing. She's good about telling you what you can expect. Very straightforward. And then once we had the offer, she was very helpful in guiding us each step of the way. I was out of state by the time the house sold, and she facilitated getting everything taken care of with me out of state as well. She really focuses on her clients and what they need and how to best help them. She was helpful and responsive. I think she's got a great process. *–Happy Seller*

# Testimonials



“ I've used Lauren two or three times now. She's amazing. She's very professional, upfront, and responsive. She will tell you how it is. She listens to you and takes your input, then gives her professional response about the general process, the right way to do things, and what's best for you. She's out for you. This time was a loan assumption that went under contract in January and closed in September. Lauren stuck it out the whole time. I recommend her 100%. *–Merl M.*

“ Lauren is wonderful. She still reaches out to ask me how everything is going, and I still reach out to her. Everything was a smooth process. She knew exactly what we wanted and we got exactly what we wanted. She didn't try to steer us in another direction or anything. She made sure we got the house we wanted in the neighborhood we wanted for the school we wanted for the price we wanted. We love her because there was no need to beat around the bush and look at other houses. We did everything from Hawaii. We did video chats, a bunch of pictures, and driving around neighborhoods to show us the house and where we would be living. We flew in to review the house the day that we signed the papers. When we got the house and flew back out of town, Jay checked on the house for us, making sure we didn't have any packages on the porch and making sure nobody broke in while we're out of town. I have only good things to say. They care about family. They care about their clients. They're going to try their best to make sure that you're going to get what you want for the price that you want. *–Rashawn*



# Testimonials



“ Lauren is a pleasure to work with. She's experienced and extremely knowledgeable. I wanted a home in a very specific area at a specific price point. There was some stuff that was a little higher than I wanted to be at and it just wasn't quite right, so we waited for the right thing to come open. When we went to go look at the house I bought, Lauren knew that it likely wouldn't pass a home inspection for VA home loan, which she knew I was initially going to go for. She was aware of different avenues of financing and had she not had the wherewithal and knowledge and experience, I don't know that I would have gotten into my home. I had the best possible outcome. She helped me out with radon stuff because I have to cover it on mitigation. She helped me figure out foundation repair stuff. She knows all the different avenues that you need to explore when looking at a house like inspection, structural repair, plumbing, etc. —*Kristen Allen*

“ “Everything went well for us working with Lauren and Jay. It was clear that Lauren has a depth of experience in the local market, and she was really realistic about what our options were and where things were at in the market. Jay did a lot of the showings. All the showings he had with us and the coordination on paperwork was handled really well. Lauren and Jay working together worked well. —*Aaron*

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“ I was thoroughly pleased and impressed with Lauren. I was going through a divorce, so selling the house was a very stressful event. Lauren was compassionate and understanding and professional through the entire ordeal. We were under contract in under 36 hours, so her guidance of helping me navigate through what I needed to get done at the property was spot on. I think we priced the house fairly and appropriately because we had a full price offer and were negotiating within two hours of it going live on the MLS. She was very knowledgeable and right on track with what needed to be done. I felt like she was very dialed in to the market. The process went so much smoother than it could have gone, and I give her the credit for that. She helped us make it happen quickly. I could tell she strives for excellence in everything she does. She was always very quick to respond. I was not tech savvy, so she walked me through the DocuSign procedure several times. Her patience on top of everything was very impressive to me. I have already recommended her to a couple of people. —*G.B.*

“ Working with Lauren was awesome. She's understanding. When we first hooked up with her, we pushed to sell the property we had in the Springs, then decided we weren't going to sell right away, and she was fully understanding of that. There was no pressure. Then 6-8 months later we decided to sell, and let her know we were going to put it on the market “as is.” She said if you do this, we can get a higher price, but with the commute, we knew we weren't going to get it done. She was understanding about that, too. She did a great work up for the property. The pictures came out amazing. The drone she used to videotape everything came out amazing. It was really, really good. It was a very smooth process. —*Robert S.*

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# Testimonials



“ Lauren is a phenomenal resource. She sold my home in May. She worked really hard to get it listed. She had great photos taken and put together a great media presentation on the web. It was published to and advertised to a lot of places. It was unfortunately a divorce situation, so kind of a tough road to hoe, but she balanced that really well. We were on the market less than seven days. I think we were sold and closed in three weeks. I was in shock. It went real quick and it was sold for what we wanted. She is helping me purchase a new construction now. I told her the things I was interested in. The tools she used made it so easy to find things that were available that were in my price range and matched my desires like a garage and square footage and air conditioning. She was available to go and look everywhere I wanted to do a walkthrough. She's highly accessible and very knowledgeable and very professional. She's probably the best realtor I've ever used, and I've bought a half-dozen homes in my life. These last two with Lauren have been remarkably easy. She's knocked them out of the park. —*John D.*

“ We loved working with Lauren. She's present, active, attentive, and thorough. She's a very good communicator. She sat down and took us through the whole process and explained everything thoroughly. We sold without listing. We love that house and raised our kids there, so the fact that the buyer is going to raise kids there makes us very happy. —*Roger B.*