

# REPORT: 13<sup>TH</sup> ANNUAL CUSTOMER SATISFACTION STUDY

Live Dream Colorado

Prepared by **HugSpeak Consulting**

*December 2025*

## Summary of Findings

### Describing LDC

- Respondents overwhelmingly report positive and expectation-exceeding experiences working with LDC. Clients greatly appreciate the team's ability and willingness to adapt to their unique circumstances and needs.
- For the thirteenth year, respondents frequently mention Lauren's exceptionalism and responsiveness, as well as her extensive knowledge of the market and unparalleled skills in staging and pricing homes to sell. 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 the process easy.

### Client Recommendations & Suggestions

- For the thirteenth year, the overwhelming majority of respondents highly recommend Live Dream Colorado. Many have already referred others to LDC.
- All respondents thought the LDC team had nothing improve upon. All raved about their experience.

### Additional Results

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

# LDC

## Adapts to each client's unique needs and situation.

- “They worked hard to find something that fit my unusual family needs.” –*Meg Linn*
- “I needed to feel comfortable about the buyers. It was a very precious house to me, hard to leave, but it was time for me to move on. I was fortunate to have a few minutes before the closing to have a little conversation with the buyers, and I felt comfortable that they're going to love the house as much as I did. That was important to me, and Lauren helped orchestrate that.” –*Linda Madden*
- “Once Lauren understood what mattered to us, she pivoted quickly. She paid attention to the details we cared about — floorboards, doors, construction quality. She really listened and changed course. That's rare.” –*CJ Hartland*
- “She was very sensitive to the fact that this was a sale of our deceased parents' house.” –*Sara Lobeda*
- Lauren didn't tell me I was crazy when I told her this was what I wanted to do. She just said 'We've got it. No problem.' She supported me every step of the way. –*Ana Larson*
- “All of the sudden we called Lauren saying we needed the house on the market in a week or two.... Lauren was amazing. We moved up pictures by over a month from what she originally planned.” –*Sarah Mayes*
- “She took time to learn our needs ranging from our child's education to our preference in house and condition.” –*Derek Ziegler*
- “Lauren helped us figure out how to sell and buy at the same time, which was such a relief. She walked us through everything.” –*Bren Spector*

# Lauren is ...

## Exceptionally responsive and communicative.

- “If I sent a text, it was answered in less than 30 minutes. Even if it was 10 o'clock at night.” –*Kim Carter*
- “Every time there was something that had to be signed, she would text me, send me the link, and say, 'Before you sign anything, let's get on a phone call.' And we walked through every line of every document to make sure we understood it, were comfortable with it, and then we proceeded. That was phenomenal!” –*Ana Larson*
- “She was so good about keeping me up to date — even if it was just to tell me she didn't have anything to report.” –*Carolyn*
- “She's so responsive, so quick, so on it. I honestly wonder if she ever sleeps.” –*Bren Spector*
- “She is an excellent communicator and was always available to answer questions.” –*Linda Soukup*
- “I really appreciated her attention to detail and the check-in emails she sent.” –*Shelli Dickinson*
- “Lauren was incredibly responsive to every question and kept us informed about what was going on with the marketing and showing of the house every step of the way. Her transparency and efforts to keep us informed ... were unprecedented in my experience.” –*Sara Lobeda*
- “She was always professional but also open and friendly — like talking to a friend. She communicated constantly. She'd text for small things, email for bigger things, and always kept me in the loop about showings and offers.” –*John Page*

## Lauren is ...

### Skilled at preparing and marketing homes to sell.

- “She helped me focus my time and energy on the biggest value-return items instead of wasting time fixing things that don’t matter.... She helped me focus on what to do in terms of rehab work — what to fix and what not to worry about — to get the range I was hoping for.” —*K. T.*
- “Part of Lauren’s package is that she works with a designer who does all the staging. She was amazing — she came in, looked around, and told us what to do. I started taking notes, but Lauren started moving couches and lamps herself so we could see the vision. Lauren advised showing the house as blank as possible — no signs of pets, because you never know about allergies or distractions — and she was right.” —*Bren Spector*
- “I was really concerned about repairs and getting the house ready.... When I called Lauren in late July or August and said ‘this is happening,’ she was ready. From the day I met with the stager to the day the listing went live was about two and a half weeks.” —*Ana Larson*
- “Lauren pointed out a few small things that would catch the eye — like missing trim or scratches on the floors — and I went ahead and fixed them.” —*John Page*
- “She was very helpful in helping to arrange for various cleaning and maintenance services that the house required before it was shown.” —*Sara Lobeda*
- “She has amazing marketing skills to get buyers in.” —*Rick Roscoe*

## Lauren is ...

### Skilled at pricing homes to sell quickly and for the best price.

- “Lauren’s estimate of the house’s value was excellent, and we obtained a price for the house significantly higher than we had anticipated. The house was only on the market for 21 days before we had a solid offer and we were able to complete the closing of the house within 40 days of it being put on the market.” —*Sara Lobeda*
- “Another realtor suggested listing it much lower. Lauren understood the market and priced it about \$25,000 higher — and we got it.” —*John Page*
- “She priced my property perfectly and we had a buyer the first week it was listed.” —*Linda Soukup*
- “Lauren found a buyer two months after the house was listed, which seemed very quick to me.” —*Linda Madden*
- “I sold for the figure I wanted and had multiple offers.” —*K. T.*
- “The first person who saw the house bought it — over asking price. Lauren’s houses move quickly because she’s amazing at what she does. She knows exactly what she’s doing.” —*Bren Spector*
- “Our condo sold quickly with multiple offers and came in over asking price.” —*Heather Roscoe*

# Lauren is ...

## **Straightforward. Honest. Trustworthy.**

- “When I spoke with Lauren, I knew she was the real deal. There are a lot of phony baloneys out there, but she’s legit.” –*KT*
- “She was methodical and always told us the straight truth. That gave us confidence. Even when something wasn’t favorable, she was honest about trade-offs.” –*Michael D.*
- “Real estate can go a lot of different ways — some people are soft and fluffy, and some people are straight to the point. That’s Lauren: ‘These are the facts, this is what we’re working with.’ My husband and I both jibed with that.” –*Kim Carter*
- “The others felt like salesmen, but Lauren didn’t. She seemed to genuinely love what she does, and that energy really impressed me.” –*John Page*
- “She is a great listener and put my mind at ease immediately.” –*Linda Soukup*

# Lauren is ...

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

- “Some people push their own agenda, but Lauren didn’t. She made it about us....She handled inspections and recommended great people — plumbers, inspectors, you name it. She showed up for inspections herself and did a lot of the footwork we would have done if we’d been here. She really bent over backwards for us.” –*CJ Hartland*
- “Lauren saw the writing on the wall. She was already three steps ahead and coaching us through the red flags.... She was able to get the price of the house dropped significantly and have the sellers buy down our rate. Lauren is a bulldog. She stood in our corner and fought for us the whole time, helping us get the best deal possible.” –*Kim Carter*
- “She knew all the things to answer or to ask for us, and she represented us really well.” –*Ana Larson*
- “We couldn’t sell for three months because the house had a transfer-on-death title instead of going through probate. So we started the process in November and had to wait three months for closing. That made it tricky to keep the house in good condition through the winter. Lauren came by several times to make sure things were okay. She really looked after the place.” –*Michael D.*
- “Some realtors just look out for themselves — but with her, I felt she cared about me too.” –*John Page*
- “She supported me in making sure I was making the right decisions.” — *K.T.*

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

**Overwhelmingly,  
respondents have no suggestions  
for improvement, saying LDC is the  
best and is the standard by which  
they measure other realtors.**

## Testimonials

“ My mom passed away last year and none of us kids were going to live in the family home, so we wanted to sell it as-is. The goal was to have everything out of the house and cleaned up in a week, then handle the rest from a distance. The biggest thing was making sure we could trust our agent. We needed them to be our eyes and ears and advocate for us. When it came to negotiating, we wanted to make sure that if buyers asked for something, we could handle it through concessions rather than doing work on the house. We found Lauren through Dave Ramsey's referral website. We interviewed two real estate agents, and Lauren was clearly the best fit for us. She was methodical and always told us the straight truth. That gave us confidence. Even when something wasn't favorable, she was honest about trade-offs. Like, with a popcorn ceiling, buyers may ask for a concession. Having straight truth like that, versus trying to massage the truth to make you feel good, was actually a huge benefit. We had an additional challenge that we couldn't sell for three months because the house had a transfer-on-death title instead of going through probate. So we started the process in November and had to wait three months for closing. That made it tricky to keep the house in good condition through the winter. Lauren came by several times to make sure things were okay. She really looked after the place. We were happy at every turn — with her service, advice, communication, everything. It was exactly as advertised, and we got the price she predicted. She was incredible. It'll be hard for any other real estate agent to beat her in the future if we have to sell again. —*Michael D.*

# Testimonials



“ Our house in North Carolina flew off the market within days and we hadn't even started looking for a realtor here in Colorado. We connected with Lauren through the agent we loved in North Carolina. One of the ladies at her firm had worked with Lauren before and said she was great. We knew we wanted a one-story and to be in Woodland Park. Even though Lauren's based in the Springs, she was willing to go out there for us. We were actually looking for something temporary, because long-term we want to buy land and build. Lauren was juggling both — helping us find a house now while keeping an eye on properties for the future. Since we weren't here, she toured homes and sent us videos. My husband and I are avid DIYers — we restored a 100-year-old cottage over seven years — so we care more about quality than size. Some of the homes she first showed us had more space, but not the craftsmanship we wanted. Once she understood what mattered to us, she pivoted quickly. She paid attention to the details we cared about — floorboards, doors, construction quality. She really listened and changed course. That's rare. Some people push their own agenda, but Lauren didn't. She made it about us. The more I talked with Lauren, the more confidence I had in her. She handled inspections and recommended great people — plumbers, inspectors, you name it. She showed up for inspections herself and did a lot of the footwork we would have done if we'd been here. She really bent over backwards for us. We love where we've landed. It's the best neighborhood and a wonderful community. If we ever buy again, we'll absolutely use Lauren. —*CJ Hartland*

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# Testimonials



“ Before selling, I'd rented the house out for about a year and done a lot to get it ready as a rental, but that's not the same as getting it ready to sell. I worried about how people would see it. Lauren pointed out a few small things that would catch the eye — like missing trim or scratches on the floors — and I went ahead and fixed them. Another realtor suggested listing it much lower. Lauren understood the market and priced it about \$25,000 higher — and we got it. I found Lauren online through a site that referred me to several realtors. I talked to a few, but Lauren stood out. She was very energetic and fun to talk to. The others felt like salesmen, but she didn't. She seemed to genuinely love what she does, and that energy really impressed me. Her online materials helped me feel confident. Once we started working together, she was always professional but also open and friendly — like talking to a friend. She communicated constantly. She'd text for small things, email for bigger things, and always kept me in the loop about showings and offers. Some realtors just look out for themselves — but with her, I felt she cared about me too. —*John Page*

“ Lauren was responsive, showed us properties within the budget we were targeting, did not try to upsell us into houses we did not want to pay for, and was incredibly knowledgeable of the local neighborhoods and schools. She took time to learn our needs ranging from our child's education to our preference in house and condition and not just show us properties that would be convenient for a realtor to get their clients to buy. Jay with her team was also awesome and equally helpful. We already have two friends considering the move to Colorado Springs and have shared their Lauren and Jay's info with them. —*Derek Ziegler*

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# Testimonials



“ I sold my house to move into an independent apartment. It was a very precious house to me, hard to leave. It was just too much for me to take care of, even hiring people to help. It was time to sell. But I do have some sadness about it. I needed to feel comfortable about the buyers. I was fortunate to have a few minutes before the closing to have a little conversation with the buyers, and I felt comfortable that they're going to love the house as much as I did. That was important to me, and Lauren helped orchestrate that. I also needed it to be as quick a sale as possible. Lauren found a buyer two months after the house was listed, which seemed very quick to me. Lauren helped with more than just selling the house. I first met her years ago when I was considering a condo she was selling. She kept in touch. Then, when I reconsidered an older adult living community and started thinking again about a condo, she helped me. We spent a lot of time during the first pandemic year looking at a bunch of possible condos. Unfortunately, that year was absolutely insane — houses were going under contract within hours, and you had to offer over asking price right away. That didn't suit me. But Lauren hung in there with me and kept trying. She was so thorough. No question was a stupid question. I decided to wait for this older adult living community to be built. When it finally happened last spring, of course I engaged her to sell my house. I think the world of her. —*Linda Madden*

“ I've bought and sold over 10 houses in the last 10 years and Lauren is one of the best realtors I've worked with. I really appreciated her attention to detail and the check in emails she sent. We bought a House and closed in about a week. It all went smoothly thanks to Lauren's attention to detail and fantastic communication. —*Shelli Dickinson*

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# Testimonials



“ I was looking to rehab a property and sell it. I don't live in the Springs — I just had a rental property there. I went on the internet, did some research, read reviews, sorted through the chatter, and focused on things that really stood out. When I spoke with Lauren, I knew she was the real deal. There are a lot of phony baloneys out there, but she's legit. If you just talk with her for twenty or thirty minutes, you can tell she knows what she's talking about. She knows her market. She knows what she's doing. When I met her, she brought all these materials — how to sell a house, what to consider, publications she's written. And she gives back to important causes — some percentage of her returns she donates to charity — which is important to me. I did a fair amount of market research on my own before I even contacted her, but working with Lauren really helped me fill in some of the gaps because she knew the market better than I did. More importantly, she helped me focus on what to do in terms of rehab work — what to fix and what not to worry about — to get the range I was hoping for when I sold the property. She helped me focus my time and energy on the biggest value-return items instead of wasting time fixing things that don't matter. She's flexible. We didn't necessarily completely agree on everything, but she supported me and made sure I was making the right decisions. She could see my point of view, and having that kind of give-and-take, flexible attitude is super important. I think she's invaluable. I sold for the figure I wanted and had multiple offers. One was probably another investor, and the other was a newlywed couple. They were thrilled that I bypassed the investor and gave them a shot. At the time, people were taking the cash offers first and foremost, so they were really excited. I got what I wanted out of it — it was a win-win for everybody. It really turned out well for everyone involved, and I was thrilled. She did an outstanding job. I actually live closer to Denver now, but I asked her if she would help me sell my house up here, and she said she'd be willing to drive all the way up and do that. I would hire her in a minute — wouldn't think twice about it. —*KT*

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# Testimonials



“ Lauren helped us figure out how to sell and buy at the same time, which was such a relief. She walked us through everything. We bought first, moved everything we needed, but left our staging furniture. We lived with the bare minimum — no dining table, eating at the kitchen island — until it sold. It would've been such a headache to clean and prep last-minute with cats and a kid. She also advised us to get a bridge loan, which worked great. She gave us several options for lenders so we could compare and choose. It was a really smooth experience. The bridge loan made everything easy. We paid that off after the sale. And our house sold SO fast. Part of Lauren's package is that she works with a designer who does all the staging. She was amazing — she came in, looked around, and told us what to do. I started taking notes, but Lauren started moving couches and lamps herself so we could see the vision. Lauren advised showing the house as blank as possible — no signs of pets, because you never know about allergies or distractions — and she was right. The first person who saw the house bought it — over asking price. Lauren's houses move quickly because she's amazing at what she does. She knows exactly what she's doing. She's so responsive, so quick, so on it. I honestly wonder if she ever sleeps. She makes you feel like you're her only client because she's so attentive to what you need and what you're looking for. I love that she remembers what matters most to you. She keeps you grounded in what you said you wanted and didn't want. I love her. I recommend her to everyone. Honestly, she's astonishing. —*Bren Spector*

“ Lauren did a outstanding job. She has amazing marketing skills to get buyers in. Our condo sold quickly and over asking. She has great communication skills and guided us from start to finish. —*Rick Roscoe*.

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# Testimonials



“ I'm the trustee for my brother-in-law who owned a house in Colorado Springs that we needed to get sold. The house is more than 100 years old, and he hadn't lived there for decades. It had been rented out, and there were some issues and work that needed to be done. Lauren was diligent about trying to find the right buyers and market to the right crowd. She knew the market even before she saw the property. She knew the area. She had good contacts. She made an effort to target the right audience and make sure the home was attractive to the type of buyer who would be interested. She started with a certain group before she even made a public listing — people who would either be interested in a fixer-upper or who might raze it and rebuild. She found someone who was interested in buying the house as a fixer-upper, and I felt like she got a really good price for it based on the condition of the home. Lauren was so good about keeping me up to date—even if it was just to tell me she didn't have anything to report. I was really pleased with the outcome. If I ever had to deal with any other property in Colorado, I would definitely go to Lauren. —*Carolyn*

“ Lauren is a true expert of real estate. My hubs' job was going to bring us to Springs, so we had to sell but I didn't have an agent in Phoenix yet and I was overwhelmed. I found Lauren in Colorado, I don't know why I started with buying, and Lauren helped me out and then she sent me her YouTube videos that helped me understand the basics of the selling process and I can't describe the relief I felt knowing the process now and grabbing an amazing local agent to help me sell. Lauren is sweet and also bold, and I appreciate this about her so much. If you're buying or selling in Colorado, I'm very serious, you need Lauren by your side — she's incredible. —*Ginger Sainz*

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# Testimonials



“ We’re a military family. My husband is in the Air Force and we usually have to move every three years. When we moved to Colorado in 2022, we weren’t able to go out to Colorado Springs to look at houses, and Lauren was fantastic at helping us find a home. We did everything remote. She even picked up the keys for us. There were at least three times after we owned the house that we called her because we weren’t sure who to call for the security system or if we had a leak. She was always there to help us when we needed it. We just moved to Indiana over the summer, and she helped us again. We fell in love with a house in Indiana, offered on it, and they accepted. All of the sudden we called Lauren saying we needed the Colorado house on the market in a week or two. We needed to show the sellers that we had actively listed it. Lauren was amazing. We moved up pictures by over a month from what she originally planned. She told us how to price it — not to give it away, but to get people in and looking so we could get an offer quickly. After we had the offer, we needed to get to Indiana and move on, and she helped with whatever we needed at the end. If the house needed to be checked on or someone needed to come by, she would go. She made sure everything went smoothly with the closing since we couldn’t be there — we did it remote. She made sure the new owners got the keys. She’s fantastic. —*Sarah Mayes*

“ Wow! Another great experience with Lauren. She did amazing marketing of our property. In this market sold our condo quickly with multiple offers and came in over asking price. She is professional and communicates with you throughout the entire selling process. Thank you again. —*Heather Roscoe*

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# Testimonials



“ We were moving and knew we’d be in our new location long-term, so we wanted to spend that time as owners instead of renters. We were specifically looking for an assumable loan, and the sellers had listed their loan as assumable — but it turned out it wasn’t. They were actually going into foreclosure and hadn’t disclosed it. Lauren and Jay went through all of that with us. We tried everything to make it work, but the sellers just couldn’t secure the funds. Lauren saw the writing on the wall. She was already three steps ahead and coaching us through the red flags before anything came to light. That made a huge difference. She was able to get the price of the house dropped significantly and have the sellers buy down our rate so it was comparable to what we would’ve had with an assumable mortgage. We ended up getting a great deal. Lauren is a bulldog. She stood in our corner and fought for us the whole time, helping us get the best deal possible. If Lauren wasn’t available, Jay was. They’re an awesome team. If I sent a text, it was answered in less than 30 minutes — even if it was 10 o’clock at night. They were amazing the entire time. I’m really happy with the outcome. We got a great deal, we’re in a great neighborhood, and we got exactly what we were looking for. Real estate can go a lot of different ways — some people are soft and fluffy, and some people are straight to the point. That’s Lauren: “These are the facts, this is what we’re working with.” My husband and I both jibed with that. I would recommend Lauren and Jay to anyone. —*Kim Carter*

“ Lauren went up and beyond from my perspective. She is an excellent communicator and was always available to answer questions. She priced my property perfectly and we had a buyer the first week it was listed. She is a great listener and put my mind at ease immediately. I knew we were in great hands. —*Linda Soukup*

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# Testimonials



“ I would recommend Lauren and her company without any hesitation. My brother and I selected Lauren and her company to assist us with the sale of our deceased parents' home. It was the home I grew up in in Colorado Springs. Lauren was incredibly responsive to every question and kept us informed about what was going on with the marketing and showing of the house every step of the way. Her transparency and efforts to keep us informed about what was going on with the marketing and ultimately the sale of the house were unprecedented in my experience. Lauren was very helpful in helping to arrange for various cleaning and maintenance services that the house required before it was shown. Additionally, she was very sensitive to the fact that this was a sale of our deceased parents' house. Lauren's estimate of the house's value was excellent, and we obtained a price for the house significantly higher than we had anticipated. The house was only on the market for 21 days before we had a solid offer and we were able to complete the closing of the house within 40 days of it being put on the market. After closing, Lauren has continued to respond expediently to follow up questions I have had. —*Sara Lobeda*

“ Lauren and her team are fabulous, and I've already referred friends to them. They worked around my crazy work schedule, being available on weekends and evenings. They found places that fit the unusual needs of my family. They even tracked down paperwork after closing and after they were paid, after they were off the hook. A friendly and helpful team all around! Wonderful and thoughtful to work with! —*Meg Linn*

# Testimonials



“ We bought our house in Colorado Springs with Lauren and she was fantastic. She really understands military families and VA loans. She knew all the things to answer or to ask for us, and she represented us really well. We always knew that when my husband retired from the Army at the end of this year we would go back to Savannah, where we met, to be closer to my family. So we had Lauren out to the house last January or February to tell us how to prepare the house to sell. I was really concerned about repairs and getting the house ready. Our original plan was: he'd get a job, then I'd list the house, then we'd sell it when he retired. But once he got to Savannah for SkillBridge, we decided, 'Let's just do it. Let's make the move.' We made an offer on a house we'd been watching for about four months, and that really solidified this move was happening now instead of later. When I called Lauren in late July or August and said 'this is happening,' she was ready. From the day I met with the stager to the day the listing went live was about two and a half weeks. Lauren didn't tell me I was crazy when I told her this was what I wanted to do. She just said 'We've got it. No problem.' She supported me every step of the way. She listened to my fears. She let me vent. Every time there was something that had to be signed, she would text me, send me the link, and say, 'Before you sign anything, let's get on a phone call.' And we walked through every line of every document to make sure we understood it, were comfortable with it, and then we proceeded. That was phenomenal! I don't think Lauren gets rattled about anything. She has such patience and such an even temperament. I was floored by how thorough and clear the whole process was. From how much money we were going to take home to what every fee was — it was all there. I sing her praises to everyone. —*Ana Larson*