



**REPORT**  
**CUSTOMER SATISFACTION STUDY**

LdC Property Consulting & Marketing

Prepared by **HugSpeak Consulting**

*December 2014*

# Lauren is ...

## Wonderful. Awesome. THE BEST.

- Lauren is THE BEST ever. She was phenomenal to work with. We've recommended her to co-workers and one of them bought a house from her. There is no one else in town we would recommend. We don't plan on moving anytime soon, but when we do, she'll be the one to sell our house. She's awesome! I wish she was with us when we closed on our first home. – *Stefanie Bournas*
- Lauren is just awesome. I would love to have Lauren as my realtor again if I returned to Colorado. She was everything I hoped for in a realtor and more. – *Donna Sohan*
- Lauren is going to be the most successful realtor in Colorado Springs before you know it! I know and have worked with quite a few terrific realtors here in town, and even among them, Lauren stands out as a star. – *Mary Lynne Ashley*
- Lauren is very exceptional. She worked well with us. She's a very outstanding young woman. She's a great realtor. – *Sheri Reichart*
- Lauren is great. She did an A+ job! – *Karen and Doug*
- I had a great time selling my home with Lauren. She was wonderful. – *Dane Jordan*
- My wife and I were buying our first home, and Lauren was just awesome. She's really easy to work with, nice, friendly, and helpful. – *Justin Wilson*
- Working with Lauren was great! She has a wonderful personality. She was very upbeat all the time. I was very happy with her. – *Kevin Johnson*
- Lauren was recommended to me by a friend. She was described as a rock star agent, and she certainly lived up to that description! – *Ian Johnson*
- Lauren was awesome. She was very personable. – *Stacey Osborn*

# Lauren is ...

## Always on your side. Looking out for you.

- We appreciated Lauren very much because she was attentive to our wants and needs. It took us a little over a year to find the right house for us. I would say we were hard to work with because we were holding out for the right opportunity. Her patience is impeccable. She never pressured us into anything. She understood that we needed the right house for us. She made us aware of things that could be potential problems. She understood we needed to do it on our own terms and time. – *Kate Myers*
- You feel like you are her only client. You feel that important ... that special. She makes you feel like finding your dream home is her top priority. We were on a tight schedule and she would always reschedule based on our needs. She was very supportive of us. We had a plethora of houses to look at. We never had to go out and look for houses on our own. She does all the work for you, which is awesome! She came to every inspection. She came to everything. – *Stefanie Bournas*
- She is committed to what she does, and she was committed to helping me. She's very customer-oriented and will work for you. She did everything I asked for. She's very accommodating. If you tell her what you want, she'll find it. – *Kevin Johnson*
- You're not just another client. She really does want to sell your house. – *Stacey Osborn*
- Lauren is always on your side. – *Mary Lynne Ashley*
- I told her what I needed and she helped me find it . – *Limor Gross*
- She was very helpful and professional and we found the perfect fit for me. – *Dylan Smith*

# Lauren is ...

## Knowledgeable. Good at giving advice.

- I had a condo to sell and she had another condo in the community as a listing. I loved what she did with that listing. I loved the photos she took ... how she showed the property and the whole community. I was impressed with how she presented the property online. I'm an armchair realtor. I love looking at Realtor.com and a lot of the photos are really bad. But Lauren knew the best ways to market my property. She had a really good handle on what groups would be interested in my property and how to present the property to those groups. I had thought through my bottom line, and Lauren advised me to see what the interest would be at suggested opening price. We agreed about what price to drop to and when. She gave me great advice. She gave really good opinions about how to present the property and how to price it. She showed the property in the best light. – *Donna Sohan*
- Hire her if you want someone who knows the area really well. – *Kevin Johnson*
- She knows the area and she knows the market. – *Karen and Doug*
- She gave me good suggestions. She knows the area. If she tells you it is not a good deal, you can trust that she is right. – *Limor Gross*
- She gave really good advice. She helped us make decisions but never pushed us one way or the other, which was very much appreciated. – *Justin Wilson*
- She patiently, and competently led us through the short sale process - a long and uncertain purchase experience by its very nature. – *Ian Johnson*
- She was always making sure I knew what was going on. She puts in a lot of effort, and she is very helpful. – *Stacy Osborn*
- She explained everything well. – *Janet K.*

# Lauren is ...

## Willing to go above and beyond.

- Lauren went above and beyond to help me sell my home. She even took the effort to approach my HOA and tell them everything they needed to do to be able to accommodate VA loans, explaining to me (and them) what a large percentage of Colorado Springs buyers fall into that category. – *Mary Lynne Ashley*
- She went above and beyond to get the deal done. – *Sheri Reichart*
- She brought some of her own stuff to put in the place I was selling because it was empty. She was very considerate. Very personable. She went above and beyond what she had to do. – *Janet K.*
- She makes the process so easy for you. You don't have to do anything but tell her when you are available. She made it completely stress-free and easy. With Lauren as our realtor, there was zero stress. – *Stefanie Bournas*
- She made it a seamless process for us. It was a really pleasant experience. – *Kate Myers*

# Lauren is ...

## Responsive.

- She always took my calls. She stayed in communication with me. – *Donna Sohan*
- She let me know what was happening. She had a lot of patience with me. – *Janet K.*
- I liked her because she always responded on time. When I needed her to show me a property, she was on it. In real estate you need to be quick. She is definitely quick and sharp. You can always call her. When we were in contract negotiations, she was working with us at night. She was always available. – *Limor Gross*
- She was timely, responsive, and understanding. – *Ian Johnson*
- Any time we called her, she responded within the next hour or two. She's super responsive. – *Karen and Doug*

## On top of things.

- She took care of everything and got it all handled. We got it sold! I don't think another realtor would have gotten it sold that fast and at that price. I had a goal and she helped me achieve it. – *Donna Sohan*
- If you want a hard-working realtor who is on top of it, call Lauren. – *Karen and Doug*
- She's results-oriented and focused. She's friendly, but she's also no-nonsense about getting things done. She doesn't procrastinate, and she doesn't make excuses. – *Mary Lynne Ashley*
- She was Johnny-on-the-spot. – *Kevin Johnson*
- She was on top of everything. – *Janet K.*

# All respondents would recommend Lauren to other buyers and sellers.

Most already have recommended Lauren.

Everyone gave permission for Lauren to use their names and words in promotional materials.

(One respondent requested that her last initial be used instead of her full last name. Another respondent requested first name only be used.)

*A friend referred me, and I've already handed out all her business cards. – Kevin Johnson*

*I will continue to recommend Lauren to my friends who are in the market to sell their home. –  
Mary Lynne Ashley*

# Testimonials



“ Lauren is just awesome. I had a condo to sell and she had another condo in the community as a listing. I loved what she did with that listing. I loved the photos she took ... how she showed the property and the whole community. I was impressed with how she presented the property online. I'm an armchair realtor. I love looking at Realtor.com and a lot of the photos are really bad. But Lauren knew the best ways to market my property. She had a really good handle on what groups would be interested in my property and how to present the property to those groups. She gave me great advice. It's always hard as a seller. I had thought through my bottom line, and Lauren advised me to see what the interest would be at suggested opening price. We agreed about what price to drop to and when. She gave really good opinions about how to present the property and how to price it. She showed the property in the best light. She always took my calls. She stayed in communication with me. She took care of everything and got it all handled. We got it sold! I don't think another realtor would have gotten it sold that fast and at that price. I had a goal and she helped me achieve it. I would love to have Lauren as my realtor again if I returned to Colorado. She was everything I hoped for in a realtor and more.” – Donna Sohan

“ I had a great time selling my home with Lauren. She was wonderful.” – Dane Jordan

# Testimonials



“ Lauren is going to be the most successful realtor in Colorado Springs before you know it! She’s results-oriented and focused. She’s friendly, but she’s also no-nonsense about getting things done. She doesn’t procrastinate, and she doesn’t make excuses. I know and have worked with quite a few terrific realtors here in town, and even among them, Lauren stands out as a star. Lauren went above and beyond to help me sell my home. She even took the effort to approach my HOA and tell them everything they needed to do to be able to accommodate VA loans, explaining to me (and them) what a large percentage of Colorado Springs buyers fall into that category. I will continue to recommend Lauren to my friends who are in the market to sell their home.” – Mary Lynne Ashley

“ Lauren was wonderful. She brought some of her own stuff to put in the place I was selling because it was empty. She was very considerate. She let me know what was happening. She had a lot of patience with me. She explained everything well. She was on top of everything. Very personable. She went above and beyond what she had to do. She dressed the part. She was very professional.” – Janet K.

# Testimonials



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“ Lauren is very exceptional. She worked well with us. She’s a very outstanding young woman. She went above and beyond to get the deal done. She’s a great realtor. – Sheri Reichart

# Testimonials



“ Lauren is a great person. She's very responsive. Very professional. I told her what I needed and she helped me find it. She gave me good suggestions. I liked her because she always responded on time. When I needed her to show me a property, she was on it. In real estate you need to be quick. She is definitely quick and sharp. You can always call her. When we were in contract negotiations, she was working with us at night. She was always available. She is on top of things. She knows the area. If she tells you it is not a good deal, you can trust that she is right.” – Limor Gross

“ Working with Lauren was great! She was Johnny-on-the-spot. She has a wonderful personality. She is committed to what she does, and she was committed to helping me. She was very upbeat all the time. I was very happy with her. A friend referred me, and I've already handed out all her business cards. Hire her if you want someone who knows the area really well. If you tell her what you want, she'll find it. She's very customer-oriented and will work for you. She did everything I asked for. She's very accommodating.” – Kevin Johnson

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“ “ Lauren was recommended to me by a friend. She was described as a rock star agent, and she certainly lived up to that description! She was timely, responsive, and understanding. She patiently, and competently led us through the short sale process - a long and uncertain purchase experience by its very nature. Since then Lauren also was an incredible agent for my sister-in-law and her husband when they moved to town. I would recommend Lauren to anyone buying or selling a home without hesitation!” – Ian Johnson

“ “ Lauren helped me buy my first home. She was very helpful and professional and we found the perfect fit for me. I would highly recommend her for your real estate needs!” – Dylan Smith

# Testimonials



““ Working with Lauren was awesome. She was really nice. My wife and I were buying our first home, and she was just awesome. We recommended her to my mother-in-law. She gave really good advice. She was really easy-going. She helped us make decisions but never pushed us one way or the other, which was very much appreciated. She’s really easy to work with, nice, friendly, and helpful.” – Justin Wilson

““ Lauren is great. Any time we called her, she responded within the next hour or two. She’s super responsive. If you want a hard-working realtor who is on top of it, call Lauren. She knows the area and she knows the market. She did an A+ job!” – Karen and Doug

““ Lauren was awesome. She was very personable. She was always making sure I knew what was going on. She puts in a lot of effort, and she is very helpful. You’re not just another client. She really does want to sell your house.” – Stacey Osborn