

**REPORT:
5TH ANNUAL
CUSTOMER SATISFACTION STUDY**

Live Dream Colorado

Prepared by **HugSpeak Consulting**

November 2016

Lauren is ...

Able to get you more for your house.

- Lauren was able to get us an appraisal higher than any other realtor. She does it based on *your* house – how individual it is when compared to all the others. You can have a similar house right next to you, but if you put \$50,000 worth of stuff inside, Lauren makes sure the appraiser recognizes that. We interviewed five realtors, and all the other realtors said, “This is what has been selling in your neighborhood. You’re not going to get over this amount.” Lauren was able to get about \$64,000 more than any other realtor. – *Sheila and Mike*
- I think we got top dollar for that neighborhood. Lauren was really good about setting the price. I don’t think we could have gone any higher than that. I was completely satisfied. – *Happy Seller & Buyer*
- I had another realtor before Lauren, and the house didn’t sell for more than a year. When that contract was over, I hired Lauren. And it sold like that. I had it listed at a price, and Lauren got it sold for \$2,000 over that price. It didn’t even take a month. – *Sahlee Hughes*
- We received an offer over asking price just 4 days after we listed our home! – *Ben*

Lauren is ...

Skilled at marketing houses.

- One of the things Lauren did that was so impressive was having a guy come in with a drone. The pictures she took and the layout she did was unbelievable. It was better than any we saw on the internet for selling other people's homes. It was amazing. – *Sheila and Mike*
- Lauren had someone take pictures that looked really good in the ad. – *Sahlee Hughes*
- Lauren did a really great job marketing our home. She put it in front of the right audiences. She took a lot of time to get quality photos of our house – and she gave us a list of things to fix before she even did the photos. You look at the photos and you think, "This is a nice home. I want to live here!" – *Alyssa Parker*
- Lauren marketed everything well. – *Tim & Kelle*
- They presented our house well. They put up nice pictures online. They're professional, good at what they do, and sold my house quick. – *Dustin H.*

Lauren and Rob are...

On top of things.

- I was a little worried about getting all the paperwork into the bank on time, but Rob picked a really good guy that closed in a hurry. Rob made a spreadsheet for me with all of the deadlines and stuff on it, so I knew what was going on. He gets things done. – *Kathy Bill*
- Lauren told us exactly what to expect and gave us very realistic timelines. She helped us with the deadlines and set reasonable expectations all throughout the process. I felt really prepared and knew, more or less, what was going to happen. – *Alyssa Parker*
- Rob was very careful to keep us informed.... He followed through with everything he said he was going to do. He did everything to absolute perfection. – *E. Anderson*
- Working with Lauren and Rob was fantastic. They are both extremely thorough. – *Sheila and Mike*
- They just took care of shit.... I knew when I pulled in the driveway ... within 5 minutes I said to Rob, "Make a phone call. We're making a full price offer. This is it." From there, he just took care of it all. He stepped up and did, in my mind, what realtors should be doing – taking the weight off of the buyer. – *Happy Buyer & Seller*
- Rob did everything he said he was going to do. He took care of me and nurtured me and I appreciate that. I'm happy. – *Happy Buyer*
- Lauren and Rob are so on top of it and so alert. They dot every I and cross every T. – *Mary Lynne Ashley*

Lauren and Rob are...

Willing to go above and beyond.

- Rob is very good about aftercare. Once you buy a house with him, he'll help you with things you wouldn't even think about. You get letters with offers and things like that, and he'll tell you that's bogus or not.... He's a go-to guy for lots of things like aftercare and home improvement. – *E. Anderson*
- Lauren gave us a copy of a book she wrote about buying and selling homes. It was very helpful. We read it before we even interviewed her. In the book there's a part about how she appraises homes – how it's about the value not the comps. Lauren also had some kind of link where you could go in and see statistics – how many people looked at your house and what their comments were. And if she didn't get feedback, she'd press people for some. That link was really, really good. – *Sheila and Mike*
- Lauren and I staged my house together. It was vacant, so we had to put some things in there. I brought over everything I could bring – all my cutest stuff. Lauren brought some things over too. She helped stage it. – *Becky, Happy Seller*
- When the numbers came back and the appraisal wasn't as high as the owner wanted, I was afraid I wasn't going to be able to get it. But Rob went back to the table and asked for more money from the seller. The seller said they were only going to do so much. Rob said, "Don't worry. You're going to get it." And he went back and asked for more money from the seller ... and the seller did it. – *Happy Buyer*
- We fixed up our house a lot when we moved in. Rob hooked us up with all these phone numbers, and we found some good people to the work. Even with random questions about my water heater, I'll text Rob and ask "Who should I call?" And he'll help me out. He's a really nice guy. – *Becky Fennel*

Lauren and Rob are...

Knowledgeable. Good at giving advice.

- Rob is knowledgeable about the industry and the market here, and that's really important. – *E. Anderson*
- It's always very hard, trying to decide what to bid. Lauren is very understanding about what you're going through – that you want a place, but you don't want to pay too much. She'd listen as I went back and forth and then gave her two cents on what she thought was right. Lauren understands you don't want to overpay, but you don't want to miss out. – *Becky*
- Lauren would give us things to work on. She wouldn't hold back or sugar coat things just because we didn't want to hear it. As sellers, you're very tied to your home. You have a lot of emotion invested in it. Sometimes it can be difficult to hear there are things you need to improve or change before you leave. It was really helpful to have that list of items – what we can work on now, what we need to think about, and what we don't need to pay attention to. It helped us feel more prepared to sell our house. – *Alyssa Parker*
- Rob helped me understand how much lower we could go since we were doing a cash offer. There was another buyer and our offer was lower, but since ours was cash, we got it. Rob helped me stay in the range where could offer a lower price and still get it even if there was another offer at full price. – *Mary Lynne Ashley*

Lauren and Rob are...

Responsive.

- Rob was energetic, attentive, and very responsive.... When the inspector was there, he was there. He was there for all our phone calls and all our first-time home-buyer questions. – *E. Anderson*
- He got back to us. – *Sheila and Mike*
- I don't want to have to get six different phone calls from five different guys and their secretaries. I want to hear from my people. "You tell me what you need. I'll get it to you. And let's move on." That's what Lauren and Rob did. – *Happy Seller & Buyer*
- Rob drops what's he's doing at the drop of a hat. He's there if you call him or e-mail him. – *Ben Davis*
- When I called him – whatever time I called him, Rob always got back to me ... even if he wasn't at work. He took time for me. He came through when he said he would come through. He was always there. – *Happy Buyer*
- Lauren was very good at communicating, checking in, seeing how we were doing, asking us if we had any questions. – *Alyssa Parker*

Lauren and Rob are...

Honest. Trustworthy.

- They were very honest and forthright and have a lot of energy. They're genuine, nice people. Very comfortable to be around. Always smiling. I've been widowed for a long time. When you're old and widowed you feel a little vulnerable, so it was nice to have someone I could trust. – *Happy Buyer*
- Lauren and Rob are very straightforward and committed to doing the right thing regardless of what side they're on. There's no "low road" for a better outcome. I feel confident in how they treat us and others. They are ethical in their business practices all across the board. – *Ben*
- A lot of realtors can be very heavy-handed, but Lauren and Rob are relaxed and let you decide. They let you walk through and make your choices. – *Happy Buyer*
- I had a very positive experience with Rob. He's a real honest and open guy. – *Kathy Bill*

Personable.

- Lauren is a sweetheart of a gal. She's really nice. – *Happy Buyer & Seller*
- Rob was very personable. He was very professional, but at the same made you feel welcome, like he was your friend. – *Ben Davis*
- I felt like Lauren was a partner. I felt like she was a friend helping me sell my house, rather than a professional I just hired in to do a job. – *Alyssa Parker*
- Rob is a sweetheart. He's easy to talk to. – *Happy Buyer*

Rob is ...

Accommodating.

- At first, Rob didn't really know me that well so he was showing me houses in a neighborhood that was kind of upscale with a lot of families and young people. It was a beautiful area, but I'm retired, so I wouldn't have felt comfortable there. I just let him know that up front, and he didn't take offense or anything. That's when we really started talking about what I wanted. I let him know what I wanted, and he went with it. And I found my place! – *Kathy Bill*
- Rob is accommodating. We'd say, "We need to look at another one." And he was right there and would say, "Whatever you've got to do." – *Sheila and Mike*
- No matter what house I wanted to look at, no matter what time of day, Rob would make it happen. I was so annoying with it, and it was hard to work along with our schedules, but he helped us find the right place. And we looked at a lot of places, too. – *Becky Fennel*
- Rob was very kind, very patient, very accommodating as far as meeting me for paperwork. – *Happy Buyer*
- Everything was very comfortable and. They were very accommodating and very sweet. They are friendly and willing to make everything go smoothly. Whatever I needed was handled. They were A+. – *Happy Buyer*

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

All but one have already have recommended Lauren and Rob.

Testimonials



“ Lauren was able to get us an appraisal higher than any other realtor. She does it based on *your* house – how individual it is when compared to all the others. You can have a similar house right next to you, but if you put \$50,000 worth of stuff inside, Lauren makes sure the appraiser recognizes that. We interviewed five realtors, and all the other realtors said, “This is what has been selling in your neighborhood. You’re not going to get over this amount.” Lauren was able to get about \$64,000 more than any other realtor. She gave us a copy of a book she wrote about buying and selling homes. It was very helpful. We read it before we even interviewed her. In the book there’s a part about how she appraises homes – how it’s about the value not the comps. One of the things she did that was so impressive was having a guy come in with a drone. The pictures she took and the layout she did was unbelievable. It was better than any we saw on the internet for selling other people’s homes. It was amazing. Lauren also had some kind of link where you could go in and see statistics – how many people looked at your house and what their comments were. And if she didn’t get feedback, she’d press people for some. That link was really, really good. She’s very, very thorough. If I were to ever sell another home, she would be the first on my list. Rob helped us buy a new home. He was such a gentleman. So professional and accommodating. We’d say, “We need to look at another one.” And he was right there and would say, “Whatever you’ve got to do.” He’s the most pleasant individual. He helped to point out things, making sure we looked at important things. He found very good inspectors. He stayed on top of things. He got back to us. He’s very thorough. We’ve recommended him many, many times.” – *Sheila and Mike*

Testimonials



“ Rob and Lauren were extremely professional and approachable. Lauren was very honest about improvements we needed to do in order to sell our condo. She had great references to help find trustworthy inspectors, painter and a handyman who helped get things done for us with short notice. Rob, as well as Lauren, were both very friendly and communicated very well either in person, over the phone, email or text. There was even an occasion when we ran into a small hiccup and Rob contacted us by phone while he was on a weekend getaway, which was suppose to be family time. We appreciated his attentiveness to our issue and really was not expecting for him to go out of his way, as it could've waited until he returned. Both very good negotiators who explained everything in a manner that we could fully understand. Very trustworthy and highly recommended. I have had loved ones who have experienced quite the difference in their home buying/selling and only wish these two could have done the job (this was just before their time). If we ever had to do any home transactions, we would call them with no reservation!” – *Jennifer & Eddie Matte*

“ Rob was perfect. It was a new process for me. It had been a long time since I had looked for a house on my own, without a husband or anything like that. Rob was very kind, very patient, very accommodating as far as meeting me for paperwork. He always gave me options. He would give me option A, B, and C, and tell me all about them. I really appreciated that.” – *Happy Buyer*

Testimonials



“ I had another realtor before Lauren, and the house didn't sell for more than a year. When that contract was over, I hired Lauren. And it sold like that. She had someone take pictures that looked really good in the ad. I had it listed at a price, and Lauren got it sold for \$2,000 over that price. It didn't even take a month. She sold the place right away.” – *Happy Seller*

“ My buying experience was exemplary. Rob was energetic, attentive, and very responsive. He put a lot of energy into our quest to buy a house. The hardest part was taking the very first step, making the decision to buy a home. After that, it was easy. Rob is knowledgeable about the industry and the market here, and that's really important. He was very careful to keep us informed. He followed through with everything he said he was going to do. Rob did everything to absolute perfection. When the inspector was there, he was there. He was there for all our phone calls and all our first-time home-buyer questions. He's also very good about aftercare. So once you buy a house with him, he'll help you with things you wouldn't even think about. You get letters with offers and things like that, and he'll tell you it's bogus or not. He's an all around go-to guy. I'm so happy to have this house. I love watching it become our home. It's ours! I even like my stupid popcorn ceiling.” – *E. Anderson*

Testimonials



“ Lauren was phenomenal to work with. I felt like she was a partner. I felt like she was a friend helping me sell my house, rather than a professional I just hired in to do a job. She is proactive, helpful, and thoughtful. She would give us things to work on. She wouldn't hold back or sugar coat things just because we didn't want to hear it. As sellers, you're very tied to your home. You have a lot of emotion invested in it. Sometimes it can be difficult to hear there are things you need to improve or change before you leave. It was really helpful to have that list of items – what we can work on now, what we need to think about, and what we don't need to pay attention to. It helped us feel more prepared to sell our house. This was our first home. It was ours. We were the first owners. So there was some element of sadness selling it. But we also knew of the buyer and knew her story a little bit. It was nice to pass our first home down to another family. It was a mom and her son, a military family first coming to town. We wanted to help them have a good start in the city with a new home. Lauren made the process seamless. She told us exactly what to expect and gave us very realistic timelines. She helped us with the deadlines and set reasonable expectations all throughout the process. I felt really prepared and knew, more or less, what was going to happen. It sold within two weeks. I think it was 10 days, officially. We closed within about 30 days. A lot of that is credit to Lauren. She did a really great job marketing our home. She put it in front of the right audiences. She took a lot of time to get quality photos of our house – and she gave us a list of things to fix before she even did the photos. You look at the photos and you think, “This is a nice home. I want to live here!” She was very good at communicating, checking in, seeing how we were doing, asking us if we had any questions. She was incredibly knowledgeable about her job, very smart about the market, and very strategic about her marketing and how she was going to tell our house's story. I think it's helpful that Lauren is really involved in the community. She knows how to target her marketing. She knows what will be key selling points in the description. She understands the buyers and the sellers. I would recommend Lauren in a heartbeat. I wish I had a Lauren in Denver. . – *Alyssa Parker*

Testimonials



““ No matter what house I wanted to look at, no matter what time of day, Rob would make it happen. I was so annoying with it, and it was hard to work along with our schedules, but he helped us find the right place. And we looked at a lot of places, too. We fixed up our house a lot when we moved in. Rob hooked us up with all these phone numbers, and we found some good people to do the work. Even with random questions about my water heater, I'll text Rob and ask “Who should I call?” And he'll help me out. He's a really nice guy. He's easy to get along with. He won't pressure you into getting something you don't want.” – *Becky Fennel*

““ I wanted to be closer to where my son lives, and my son and I had a very specific area in mind. Lauren and Rob were very accommodating and very sweet. I've moved many times in my life and have had many realtors, and some will take you around and you walk in the front door and you think, “Really? You're showing me this?” and you don't take two steps further. Some realtors want to offload houses that are really bad. A lot of realtors can be very heavy-handed and try to sell you, but Lauren and Rob are relaxed and let you decide. They let you walk through and make your choices. They were very honest and forthright and have a lot of energy. They're friendly, genuine, nice people. Very comfortable to be around. Always smiling. They're willing to make everything go smoothly. Whatever I needed was handled. I've been widowed for a long time. When you're old and widowed you feel a little vulnerable, so it was nice to have someone I could trust. They were A+.” – *Happy Buyer*

Testimonials



- “ Lauren recently helped us sell our house in Colorado Springs! It was sold within the timeframe we needed it to be sold. During the entire selling process Lauren kept us informed of everything in a promptly and professional manner. We highly recommend Lauren!” – *Ria Shapiro*
- “ Rob is a sweetheart. He’s easy to talk to. He breaks it down for you. I never bought a home before. You learn as you go through the process. There’s so much they want to know and they have to know to buy a home. It blows your mind – the numbers and the things that you have to do in order to buy a home. Rob really held my hand through all of it. He really did help me get what I wanted. He was very confident, which gave me the strength to go through what I was going through. I appreciated his confidence and his gentleness. He wasn’t aggressive or cocky. When I called him – whatever time I called him, Rob always got back to me ... even if he wasn’t at work. He took time for me. He came through when he said he would come through. He was always there. He did everything he said he was going to do. He made you feel positive that he could do what he said he could do ... and he did. He took care of me and nurtured me and I appreciate that. When the numbers came back and the appraisal wasn’t as high as the owner wanted, I was afraid I wasn’t going to be able to get the house. But Rob went back to the table and asked for more money from the seller. The seller said they were only going to do so much. Rob said, “Don’t worry. You’re going to get it.” And he went back and asked for more money from the seller ... and the seller did it. To not have a job and to be on a fixed income, I think I’m blessed to own a home. I’m happy. I’m at peace. – *Happy Buyer*

Testimonials



“ “ My first selling experience was fast, smooth, and quick, as I expected it would be. I'm sure Lauren did a lot of "behind the scenes" work to make sure everything ran smoothly. She was friendly and pushed to get it done and sold. I would recommend her to others.” – *Jonathan I.*

“ “ Lauren and Rob are friendly, professional, good at what they do, and sold my house quick. They presented our house well. They put up nice pictures online. We fixed the house up beforehand and priced it to sell. We sold the house in about 10 days.” – *Dustin H.*

“ “ Rob was awesome. He was very personable. He was very professional, but at the same made you feel welcome, like he was your friend. He drops what he's doing at the drop of a hat. He's there if you call him or e-mail him. He's very persistent. He's super respectful. We set a closing date for about 60 days out to do what was best for both parties. We were waiting on our lease to end and the sellers were moving to Japan. But Rob got it scheduled and everything done real quick. We had the closing date set within the first week of working with him. The inspector Rob used was really good. The whole experience was good. Rob does a really good job.” – *Ben Davis*

Testimonials



“ Everything was really great. We've known Lauren for some time now, and we couldn't have asked for anything better. The experience was really great and quick. She marketed everything well, did thorough research, and was very professional. We sold and then bought. Lauren took care of everything selling the house and Rob did a great job with the purchase. He was very patient.” – *Tim & Kelle*

“ Rob was so professional and on top of everything. He's so good. He's very gung-ho. He set it up so I would automatically get an e-mail any time a house was added in the area I was looking and in my price range. The process was so easy and straightforward. Rob was really good about staying on top of the deadlines. I'm so busy, I don't have time for that. But Rob took care of it. He helped me understand how much lower we could go since we were doing a cash offer. There was another buyer and our offer was lower, but since ours was cash, we got it. Rob helped me stay in the range where could offer a lower price and still get it even if there was another offer at full price.” – *Mary Lynne Ashley*

“ Lauren helped me step by step through my home purchase process from an out of state owner. While on vacation, she even met with the owner in Arizona to explain the contract and get it signed. The contract needed to be amended three times and she took care of everything. Lauren's fees were very reasonable. Highly recommend her and Rob.” – *Andy Green*

Testimonials



“ I just moved here from a Caribbean island, so the thought of buying a house was kind of intimidating. But I had a very positive experience with Rob. He’s a real honest and open guy. Easy to talk to. Open-minded. A good listener. At first, Rob didn't really know me that well so he was showing me houses in a neighborhood that was kind of upscale with a lot of families and young people. It was a beautiful area, but I'm retired, so I wouldn't have felt comfortable there. I just let him know that up front, and he didn't take offense or anything. That's when we really started talking about what I wanted. I let him know what I wanted, and he went with it. And I found my place! We got it done quickly. I thought it would take longer to find what I needed, but Rob knew what I wanted. It took about eight weeks from when I started looking to when I closed. I just fell in love with it when I walked in here. I thought, "This is it." It's so different from anything I've had I've ever had. It's very, very open. It was built in 1985 but it looks modern -- minimalistic and angular with super high ceilings. The location is perfect. I was a little worried about getting all the paperwork into the bank on time, but Rob picked a really good guy that closed in a hurry. Rob made a spreadsheet for me with all of the deadlines and stuff on it, so I knew what was going on. He gets things done. He's flexible, available, and friendly. I highly recommend him.” – *Kathy Bill*

“ Rob and Lauren did an excellent job at finding my family a home to buy. They are very organized and motivated! They made sure to meet our list of needs and wants for a home. They made the process easy and worry-free. Lauren and Rob are the best for selling and buying!” – *Sarah Piccioni*