

**REPORT:  
10<sup>TH</sup> ANNUAL  
CUSTOMER SATISFACTION STUDY**

Live Dream Colorado

Prepared by **HugSpeak Consulting**

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# Background & Methodology



## Background

- To maintain superior customer service and track team performance, Live Dream Colorado commissioned this study of former clients in December 2020.
- Live Dream Colorado commissioned similar annual studies from 2012 to 2020. This was the 10<sup>th</sup> study.

## Methodology

- 12 telephone interviews ranging from 5-15 minutes in length and analysis of 3 reviews left on review sites.
- Live Dream Colorado supplied a list of previous clients. All respondents utilized Live Dream Colorado's services to buy or sell property between Q4 2020 and Q4 2021.
- A copy of the interview guide is included under separate cover.
- Comparisons and updates to the 2012-2020 results are provided where appropriate.

*\*Verbatim comments are reported with the attribution requested by the respondent.*

# Summary of Findings



## **Describing Lauren Collier**

- Respondents overwhelmingly report positive and expectation-exceeding experiences working with Lauren.
- For the tenth year in a row, respondents overwhelmingly had positive things to say about Lauren and her services. Respondents frequently mention Lauren’s exceptionalism, willingness to go above and beyond, as well as her knowledge of the market.

## **Client Recommendations & Suggestions**

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

## **Additional Results**

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

# Lauren is ...

## Exceptional. Great to work with.

- We were first-time home buyers, and Lauren was a godsend. She made home-buying feel hassle-free. –*JB*
- We've worked with Lauren on both selling and purchasing a house three times now, and we'd never go to anyone else. She is the type of partner you want on real estate in Colorado Springs, and worth her weight in gold. –*Jacen and Brenda Spector*
- There are not enough great things to say about Lauren Collier. I cannot imagine a more helpful agent. She made a scary process manageable. She's absolutely incomparable. –*Andy K.*
- Lauren was great to work with, as I suspected she would be. We interviewed three realtors and it was clear that she was the one that would work hard for us, and she did. She really worked hard for us. She communicates well, is pleasant to deal with, and very knowledgeable. –*Amy and Tom*
- This is the second home we've sold with Lauren, and each time she makes the process so simple. She's just fantastic. She's amazing. –*Cori and Dan*
- The communication is completely open, so she's easy to work with. She has an extremely positive attitude. She does a great job. She puts a lot of effort into it. She's a class act." –*Craig Dayberry*
- Working with Lauren was very pleasant. We had a great time. She's easy to get along with. Smart. Funny. Knowledgeable. –*David Shipler*
- This was our first time buying a house and Lauren found the perfect house for us. –*Brian*
- Lauren is fantastic. She took such great care of us. –*Ana Larson*
- Working with Lauren was wonderful and easy. –*Robin Thorne*

# Lauren is ...

## Willing to go above and beyond.

- Even though we hadn't decided on a listing date, Lauren made her stager available to us so that we could get a head start on getting the house ready. That was a big help because it was less work to do once we picked a date to move forward. She did a great job in helping us to stage it. Lauren also did some searching in the location we're moving to and found an agent and kind of interviewed the agent for us, then passed along her contact information. When we got out to the area, we engaged with this agent that Lauren found for us, and we had as good an experience out there as we did here with Lauren. It was such a relief to know that we had somebody that she'd made contact with and that she felt comfortable recommending. It made the process a lot better for us. *–Robin Thorne*
- We're military and we were looking for a place to live, so we bought the house from out of state without seeing it in person. I'd never done that before, but Lauren was super helpful. She would FaceTime with us or Google Duo. She'd do whatever we needed so she could show us the house. *–Happy Buyer*
- She was driving around Colorado all the time for us trying to find the best houses for us. Even if they were completely out of the way for her, she would always find a way. She wasn't just looking for a quick buck. She went out of her way to try to find a place that we could rent to live at while the house was being built. She helped negotiate down a price for a shower niche. She didn't have to. We were getting the house. She would still get her commission. But she still helped us negotiate anyway. *–JB*
- We didn't have money for the closing costs at the time and she helped us find a house that met those challenges. She helped us negotiate that the seller would pay the closing costs. It was an FHA loan, and she connected us with a financial guy who does those loans. *–Brian*

# Lauren is ...

## With you throughout the entire process.

- A lot of realtors go above and beyond to make you feel important until you find a house, and then they just disappear, but Lauren was with us the whole time. She didn't ghost us after she found us a house. She got us the house in January, and we were able to finally move in in September. She was with us the entire time. She was there with us through the walkthroughs. She was still with us for every conference call we had. –*JB*
- She did our appointments in person for us when we couldn't be here. We would zoom or do video chat with her for our design center appointments and things like that, which was a huge help. –*Ana Larson*
- She guided us along on some of the more involved things and gave us tremendous peace of mind going through the whole process. There were some issues that came up at the end with an insurance claim that we had to file, but she had managed that before and was very professional. She walked us through it and made it pretty fearless for us. –*Robin Thorne*
- She's right there every step of the way. –*Cori and Dan*
- She has a lot of follow through. It seems like there are some realtors that just do it as a part time gig, but this is what Lauren does. She is full time into this. –*Craig Dayberry*

# Lauren is ...

## Knowledgeable about the market and gives excellent advice.

- She knows what she's talking about. She rarely speaks without some kind of backup knowledge. –*Bo Hoag*
- Lauren knowing the market and knowing what we needed was just fantastic. She knows what she's doing. She's very thorough. She's excellent. –*Ana Larson*
- She was thorough, telling us the things she saw that would need to be fixed or things that looked better in the pictures but in reality weren't quite right. –*Happy Buyer*
- Her knowledge of the local market, her knowledge of risks of acquisition of the property, as well as the converse side of selling the property, made her a uniquely qualified buyer's agent that saved me thousands of dollars. She has extensive knowledge of both real estate and the local area. –*Andy K.*
- She was knowledgeable about how to get the most bang for the buck in both buying and selling. –*David Shipler*
- She was great about explaining all of our different options. She walks through everything really simply. She was there to lend her opinions based on her experience to help us come up with the best option. She's very level-headed. She has a lot of expertise, and a lot of good judgment. –*Cori and Dan*
- Her insights into the market, clear feedback and communication, and hard work that benefited us as both a seller and a buyer were second to none. –*Jacen and Brenda Spector*

# Lauren is ...

## Able to get the best price for your home.

- She was helpful about telling us what we needed to do to get the house ready and helping us find service providers to fix all the things that needed to be fixed. We decided we wanted to go for a higher price, so there was a lot we needed to do, and she was pretty clear about that. But she said repeatedly, “You don’t have to do anything you don’t want to do.”—*Amy and Tom*
- Her write up in the MLS system was just impeccable. I think it attracted additional buyers to us because it was such a great write up and the photos were wonderful. She did the market research to give us a good starting price. We had not bought or sold a home in about 20 years, so her knowledge base, being able to manage anything out of the ordinary that came up, explaining the details to us, and walking us through it made it easy for us. —*Robin Thorne*
- She’s really good about saying, “You can do this and because that’s kind of a wow factor that’ll help” and “No, don’t worry about fixing that.” She’s good about being realistic about the kinds of things that will help the sale of a house. Good about telling you what to do, what not to do, and what not to worry about. She’ll tell you “That’s not going to work” or “If you have time, go ahead and do it, but these are the big things that you want to hit.”—*Craig Dayberry*
- I like her product – her pictures, her walk-throughs, her descriptions. She hires professional photographers. She’s not out there with her cell phone taking pictures. —*Craig Dayberry*
- She’ll work hard to make your house look nice. She’ll help you get a good price.” —*Amy and Tom*



# Lauren is ...

## Responsive.

- Every time I had a question she gave me an answer. It seemed like there was never a time we couldn't talk to her. She was always making herself available. –*JB*
- She was completely available, no matter what time of day. We had conversations at 9 at night about contracts and inspection deadlines. She's always been 100% available. Anytime you need to talk to her about something, she's more than willing to sit down and go through all the options. –*Cori and Dan*
- I was impressed with her responsiveness. Being responsive is no small thing. She always responded whenever we texted or called. –*RM*
- Anything we had questions about, she was almost immediately available. –*Robin Thorne*
- When you ask her to do something for you, like a market study or something, it's forthcoming very quickly. She always answers the phone. –*Bo Hoag*
- Apparently, somebody had backed out of our particular lot. The floor plan was set, but nothing else had been decided. They hadn't put it back on the MLS and hadn't started calling their waitlist. They were like, "If you want it, you're going to have to move on it fast." She called me that morning. She immediately went out to the model home on the other side of town and walked me through it with a video chat. Then she went back the next day and did a meeting at the sales center. It was really reassuring to know that I could call her or text her whenever, and she was right there. Her responses to everything were amazing. Her response time was always fantastic. She just took care of everything. –*Ana Larson*
- She had a lot of input and was always available when I needed her. –*David Shipler*
- She answered every question and was an endless fount of knowledge. –*Andy K.*

# Lauren is ...

## Trustworthy and looking out for her client's best interests.

- She listened to what we wanted. She went over all of our contracts and all the legal stuff. We didn't have to worry about it, which really put our mind at ease. I never doubted that she had my back about anything, especially being so far away for so much of it. –*Ana Larson*
- She tells you what she thinks, not what you want to hear. If you bring up something as an idea and she thinks it's a bad idea, she'll tell you. A lot of realtors won't. If you ask her for a value, she'll tell you what the value is. She won't just pick a value that's high out of thin air to get the listing. I literally don't know if I could name somebody else that is as competent as she is. She's transparent. It's hard to find somebody to deal with and to trust and that does things as well as she does. She tells you like it is. –*Bo Hoag*
- Very honest about what could and couldn't be done. Very straight-forward. –*David Shipler*
- Her priority was to make sure that we were satisfied. –*Brian*
- She was honest about every house. She's super trustworthy. –*JB*
- She took the time to get to know us, know what we were trying to do, what our long-term goals were, and made sure that we met those goals. She cares more about her client's interests than just getting the sale. –*Cori and Dan*

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

I've raved to everybody that's ever asked. I've already raved about her in in several Facebook groups. *–Ana Larson*

Any opportunity we have to pass her name along, we definitely will. *–Robin Thorne*

My aunt has already used her. *–Happy Buyer*

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

I cannot image a more helpful agent. She's incomparable. *–Andy K.*

She was perfect. *–JB*

# Testimonials



“ There are a lot of residential realtors that are all fluff. Lauren is a complete package. She knows what she's talking about. She rarely speaks without some kind of backup knowledge. When you ask her to do something for you, like a market study or something, it's forthcoming very quickly. She tells you what she thinks, not what you want to hear. If you bring up something as an idea and she thinks it's a bad idea, she'll tell you. A lot of realtors won't. If you ask her for a value, she'll tell you what the value is. She won't just pick a value that's high out of thin air to get the listing. I literally don't know if I could name somebody else that is as competent as she is. My last experience with her was selling four residences that I had just developed. She had them all separated nicely. We had numerous addendum changes. They were always done well. She never got mixed up. She always had the one you needed. She's efficient. She's knowledgeable. She always answers the phone. She does things well and she does it with a good attitude. She's transparent. It's hard to find somebody to deal with and to trust and that does things as well as she does. She tells you like it is and she's efficient at the same time. She's just really good at what she does, and I hope she keeps doing it. You'd be a fool not to hire her. *–Bo Hoag*

“ I sold my house with Lauren and she helped me buy another one as well. She was knowledgeable about how to get the most bang for the buck in both buying and selling. Very honest about what could and couldn't be done. Very straight-forward. She had a lot of input and was always available when I needed her. Working with Lauren was very pleasant. We had a great time. She's easy to get along with. Smart. Funny. Knowledgeable. Go with Lauren. She's a go-getter. She'll get the job done. *–David Shipler*

# Testimonials



“ Lauren was great to work with, as I suspected she would be. We interviewed three realtors and it was clear that she was the one that would work hard for us, and she did. She really worked hard for us. She was helpful about telling us what we needed to do to get the house ready and helping us find service providers to fix all the things that needed to be fixed. We decided we wanted to go for a higher price, so there was a lot we needed to do, and she was pretty clear about that. But she said repeatedly, “You don’t have to do anything you don’t want to do.” The house sold twice. It sold the first time within a couple of days of being on the market, but then the buyer backed out through no fault of ours or of Lauren’s. We put it on the market again two weeks later and it again sold within a day or two. We got the price we wanted. We were happy. Lauren is a good person to use. She communicates well, is pleasant to deal with, and very knowledgeable. She’ll work hard to make your house look nice. She’ll help you get a good price.” –*Amy and Tom*

“ This was our first time buying a house and Lauren found the perfect house for us. Her priority was to make sure that we were satisfied. We found what we needed and wanted even though it took a while. We didn’t have money for the closing costs at the time and she helped us find a house that met those challenges. She helped us negotiate that the seller would pay the closing costs. It was an FHA loan, and she connected us with a financial guy who does those loans. Call her and hire her. Whatever your needs are will be her needs, and she’ll find you what you’re looking for. She’s great. –*Brian*

# Testimonials



“ Working with Lauren was wonderful and easy. Even though we hadn't decided on a listing date, Lauren made her stager available to us so that we could get a head start on getting the house ready. That was a big help because it was less work to do once we picked a date to move forward. She did a great job in helping us to stage it. Her write up in the MLS system was just impeccable. I think it attracted additional buyers to us because it was such a great write up and the photos were wonderful. She did the market research to give us a good starting price. We had not bought or sold a home in about 20 years, so her knowledge base, being able to manage anything out of the ordinary that came up, explaining the details to us, and walking us through it made it easy for us. Anything we had questions about, she was almost immediately available. She guided us along on some of the more involved things and gave us tremendous peace of mind going through the whole process. There were some issues that came up at the end with an insurance claim that we had to file, but she had managed that before and was very professional. She walked us through it and made it pretty fearless for us. Lauren also did some searching in the location we're moving to and found an agent and kind of interviewed the agent for us, then passed along her contact information. When we got out to the area, we engaged with this agent that Lauren found for us, and we had as good an experience out there as we did here with Lauren. It was such a relief to know that we had somebody that she'd made contact with and that she felt comfortable recommending. It made the process a lot better for us. Any opportunity we have to pass her name along, we definitely will. *–Robin Thorne*

# Testimonials



“ Lauren is fantastic. She took such great care of us. We started the buying process when my husband and I were living in Alabama. I was introduced to her through a mutual friend. She listened to what we wanted. She went and saw one house for us and quickly realized that was not the right house. We told her we were open to new builds as well because we just didn't have the cash flow at the moment to get into a bidding war. She started making calls. Apparently, somebody had backed out of our particular lot. The floor plan was set, but nothing else had been decided. They hadn't put it back on the MLS and hadn't started calling their waitlist. They were like, "If you want it, you're going to have to move on it fast." She called me that morning. She immediately went out to the model home on the other side of town and walked me through it with a video chat. Then she went back the next day and did a meeting at the sales center. My husband was towing the RV and I was in my car and we're all on video calls, trying to do this in the rain. We made the decision right then and there. We were like, "This is what we want. Let's do it. The numbers work. Let's go." It was sort of fate the way it all worked out. Lauren knowing the market and knowing what we needed was just fantastic. She did our appointments in person for us when we couldn't be here. We would zoom or do video chat with her for our design center appointments and things like that, which was a huge help. She went over all of our contracts and all the legal stuff. We didn't have to worry about it, which really put our mind at ease. I never doubted that she had my back about anything, especially being so far away for so much of it. It was really reassuring to know that I could call her or text her whenever, and she was right there. Her responses to everything were amazing. Her response time was always fantastic. She just took care of everything. I don't see Lauren as that aggressive real estate agent that is throwing herself in front of everybody, but she takes such good care of her clients. She knows what she's doing. She's very thorough. She is kind. She knows her market. She's excellent. I'm so excited with our house and can't wait for my husband to get home and see it in person. –Ana Larson

# Testimonials



“ We loved working with Lauren. It was awesome. We're military and we were looking for a place to live, so we bought the house from out of state. We bought it without seeing it in person. I'd never done that before, but Lauren was super helpful. She would FaceTime with us or Google Duo. She'd do whatever we needed so she could show us the house. She was thorough, telling us the things she saw that would need to be fixed or things that looked better in the pictures but in reality weren't quite right. The house is beautiful. We love it. The referral Lauren gave us for the loan was also super helpful. She found a local lender that worked with us. We'll definitely be making recommendations for friends to use her, and we'll definitely use Lauren if we ever decide to sell this house and buy something else. *–Happy Buyer*

“ We've worked with Lauren on both selling and purchasing a house three times now, and we'd never go to anyone else. We got the same level of attentiveness, stress relief, patience, and excellent service on all of our transactions. There are many realtors out there, but I was so happy we've found Lauren as her insights into the market, clear feedback and communication, and hard work that benefited us as both a seller and a buyer were second to none. I think Lauren is a clear leader in the Pikes Peak market, and I would recommend her straight-forward, no nonsense approach to anyone. She is the type of partner you want on real estate in Colorado Springs, and worth her weight in gold. *–Jacen and Brenda Spector*



# Testimonials



“ I’ve sold five places with Lauren, so I obviously respect her services. She was recommended to me and I’ve recommended to her to friends and they’ve all been extremely pleased with her as well. She’s extremely professional. I like her product – her pictures, her walk-throughs, her descriptions. She hires professional photographers. She’s not out there with her cell phone taking pictures. She’s also really good about saying, “You can do this and because that’s kind of a wow factor that’ll help” and “No, don’t worry about fixing that.” She’s good about being realistic about the kinds of things that will help the sale of a house. Good about telling you what to do, what not to do, and what not to worry about. She’ll tell you “That’s not going to work” or “If you have time, go ahead and do it, but these are the big things that you want to hit.” The communication is completely open, so she’s easy to work with. She has an extremely positive attitude. She comes in with a positive outlook even on things that she’s concerned about. She has a lot of follow through. It seems like there are some realtors that just do it as a part time gig, but this is what Lauren does. She is full time into this. She does a great job. She’s grown a great business. She puts a lot of effort into keeping in touch with her clients, and not in an annoying way. A lot of thought has gone into her brand. She’s done a lot of schooling. She does seminars. She just puts a lot of effort into it. She’s a class act.” — *Craig Dayberry*

“ Lauren was really good. She did good work for us. I was impressed with her responsiveness. Being responsive is no small thing. She always responded whenever we texted or called. She also staged the space well. —*RM*

# Testimonials



“ We were first-time home buyers, and Lauren was a godsend. She made home-buying feel hassle-free. Every time I had a question she gave me an answer. It seemed like there was never a time we couldn't talk to her. She was always making herself available, and she was driving around Colorado all the time for us trying to find the best houses for us. Even if they were completely out of the way for her, she would always find a way. She wasn't just looking for a quick buck. She was honest about every house. She's super trustworthy. There were certain things we didn't know, and she would ask questions we didn't know to ask, so that was super helpful. A lot of realtors go above and beyond to make you feel important until you find a house, and then they just disappear, but Lauren was with us the whole time. She didn't ghost us after she found us a house. She got us the house in January, and we were able to finally move in in September. She was with us the entire time. She went out of her way to try to find a place that we could rent to live at while the house was being built. She was there with us through the walkthroughs. She was still with us for every conference call we had. She helped negotiate down a price for a shower niche. She didn't have to. We were getting the house. She would still get her commission. But she still helped us negotiate anyway. I have a lot of good to say about her. I've already recommended her to friends. She was perfect. I'm super grateful my wife found her. —*JB*

# Testimonials



“ This is the second home we've sold with Lauren, and each time she makes the process so simple. She's right there every step of the way. This time we had a complicated transaction. The signing kept getting pushed back and deadlines were being missed, but she was great about explaining all of our different options like working with extensions or canceling the contract. She walks through everything really simply. She was there to lend her opinions based on her experience to help us come up with the best option. We were able to close with the original buyer we selected with just a few amendments that still met our needs. She was completely available, no matter what time of day. We had conversations at 9 at night about contracts and inspection deadlines. She's always been 100% available. Anytime you need to talk to her about something, she's more than willing to sit down and go through all the options. She took the time to get to know us, know what we were trying to do, what our long-term goals were, and made sure that we met those goals. She cares more about her client's interests than just getting the sale. She's just fantastic. She's very level-headed. She has a lot of expertise, and a lot of good judgment. She's amazing.  
—*Cori and Dan*

“ Working with Lauren was an excellent experience. Her knowledge of the local market, her knowledge of risks of acquisition of the property, as well as the converse side of selling the property, made her a uniquely qualified buyer's agent that saved me thousands of dollars. She has extensive knowledge of both real estate and the local area. If you don't hire her, you're an idiot and you're going to lose money. She's absolutely incomparable. —*Andy K.*