



Mid-sized Colorado luxury real estate brokerage

Fuller Sotheby's International Realty Case Study

With over 7 offices and 200 brokers, Fuller Sotheby's International Realty serves the real estate needs along the Colorado Front Range of the Rocky Mountains. Known for its comprehensive marketing approach, Fuller Sotheby's International Realty boasts a sales volume of over \$1 billion annually.

Among the many progressive marketing strategies and technologies used by Fuller SIR is Rezora's enterprise-wide solution, providing the analytics necessary for a more in-depth and targeted approach to digital marketing.

Marketing Challenge

Meagan Griesel, Director of Marketing, Fuller SIR's Director of Technology, wanted nothing less than superior digital marketing. The bar of excellence for successful email marketing had been raised in recent years to include more targeted messaging, relevant content and clean, professional designs that reflect a brand's uniqueness. Fuller SIR's philosophy of supporting every member of the team, and the company's major marketing initiative of SOI marketing, led her to search for a solution that would satisfy all of the above and take into account the widely varying technology skills of agents. Her challenge was to align 200 agents into one systematic approach and give them easy access to valuable content. Not an easy task, considering many of the agents didn't even have contact emails in hand.

The Situation

Disparate email marketing efforts of a few, and little-to-no efforts of many, in addition to the lack of oversight with marketing materials and tracking, Meagan Griesel explains how Fuller Sotheby's International Realty managed to turn around the situation quickly by employing Rezora's use across the entire organization. In addition to that, Meagan was able to hone digital marketing practices by using the analytics to assess the effectiveness of materials and agents' efforts.



Challenges

Cohesive Marketing

"Agents were using outsourced marketing for their email marketing. This diluted our company's potential to track effectiveness, control the branding, and execute successful email marketing campaigns."

To work towards the goal of superior email marketing, Meagan needed to be able to view all of the analytics in one place. That meant finding a platform every agent would get behind. She also wanted to be able to see an agent's individual track record in order to provide assistance. *"We needed to figure out a way to get feedback about how agents were doing so we could coach them."*

On-Brand Marketing

Another important aspect to reaching the goal of superior marketing was to ensure that the marketing pieces being sent by agents were quality. One bad piece could not only make or break the continued email marketing relationship between prospect and agent, but it had the potential to erode the brand's reputation for excellence.

Problems would occur when agents were left on their own to create pieces, even though email marketing platforms had robust design features. Meagan explains. *"As the gatekeeper of a high-profile brand, my job is to ensure our messages remain cohesive and true to brand standards. In gaining more control of the final product, I was able to effectively implement strategies that are not only more beneficial to the agent, but also ensure the brand's prestige and overall image remain in tact."*

Targeted Marketing

Meagan felt that it is important for agents to establish themselves as area experts, and rather than just sending properties all of the time, it was equally important to send marketing that reflected the needs and desires of their Sphere of Influence, their target market.

"It is important to give more consideration to what agents' prospects and clients are wanting. With analytics it's easier to observe what works, how a marketing piece is received. We have adjusted many of our formats over the past couple years based on data."

Solutions

One Platform

“With Rezora, we were able to streamline marketing efforts, creating pieces that either we could send on behalf of agents, or agents could send on their own.

We introduced Rezora at the same time we really started amping up our Sphere of Influence marketing support and efforts. We created materials and repeatedly talked about the suggested formula to stay in touch with their SOI, which Rezora is a large piece of. We have seen an increase in SOI business since this training has started.”

“The solution was simple. Agents had to gather email addresses of their contacts, and upload the list into their accounts. At that point they’re ready. No need to create anything. A huge win.”

183 agents have
sent **4,264**
marketing pieces to
557,050
recipients.

Your **141** active agents have **40,128** potential clients in their databases. **21,452** of those can be reached by **you** through your agent's primary spheres.

With all agents using one platform, reporting is available for all marketing pieces sent by or on behalf of agents participating with Rezora. Meagan was thrilled, “agents get to be as hands on or off as they want and both the agent and company receive the benefit of the data reporting. It's another big win for everyone.”

Meagan was also very happy that the solution was much easier than many other software platforms they'd used in the past, considering that is a huge factor in whether an agent adopts a program and is being consistent with its use.



Another perk is the analytics from the agent's viewpoint. Meagan explained that a big win among the agents was the fact that agents are able to see the reporting of their own email marketing efforts, which encourages more of the same.

“When agents send materials from Rezora for the first time, they’re practically squealing...they’re so excited with the analytics/feedback. Because of this, they really get into using the system.”

Solutions

Company-Directed Design

"Everyone has access to their own materials, and it's branded and approved."

The approach that Rezora takes to design and content – putting the design in the company's hands, and allowing agents to easily customize content – is key in not only expanding digital marketing reach, but also setting up consistent efforts among agents.



The Insider
The Colorado Lifestyle

FEATURED PROPERTIES SEARCH PROPERTIES FOLLOW OUR BLOG RELOCATION VIDEO CHANNEL

Sotheby's International Realty Launches "Come Together" Initiative

Fuller Sotheby's International Realty (FSIR), a leader in the sale and purchase of luxury residences throughout Colorado announced today its first quarterly "Come Together" initiative. In addition to the company's extensive corporate philanthropy throughout the year, FSIR is now proactively engaging its employees to personally contribute to a specific charity each quarter. "The goal is to orchestrate a massive assembly of brokers and staff uniting for one cause. We plan to make a powerful impact on the lives of those in need by coming together as a company each quarter and giving back to the community..." [Read More >>](#)

Denver Luxury Home Sales On The Rise

Denver luxury homes sales are on the rise, up almost 37 percent in February compared to the same month last year. Approximately 52 single-family homes and condos with a price tag of over \$1 million dollars sold in metro Denver in February, with a total dollar amount - according to the Denver Business Journal - topping \$57.54 million, up 30 percent year over year. The outlook for luxury home sales... [Read More >>](#)

It's A Seller's Market, According to NAR

A recent report by National Association of Realtors® (NAR) reveals a seller's market is developing in real estate as home sales and prices continue to rise steadily across the nation when compared to 2012. Every region in the country saw rising home sales in January this year except for the West which continues to have limited inventories. Lawrence Yun, NAR's chief economist, said "Tight inventory is a major factor in the market. Buyer traffic is continuing to pick up, while seller traffic is holding steady," he said. "In fact, buyer traffic is 40 percent above a year ago, so there is plenty of demand but insufficient inventory..." [Read More >>](#)

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We've updated our site to include dedicated pages for new housing developments in Colorado, including maps, descriptions, and highlights for each of these extraordinary new communities. [CLICK HERE TO LEARN MORE >>](#)

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the colorado symphony



Exclusive Offer
from Fuller Sotheby's International Realty
and the Colorado Symphony

UP TO 70% OFF TICKETS WITH PROMO CODE: **SOTHEBY**

The Colorado Symphony Orchestra is offering \$20 best available seating for *The Rite of Spring* (May 24 & 25 at 7:30 PM; May 26 at 2:30 PM) and \$25 best available seating for *Bugs Bunny at the Symphony* (June 2 at 6:00 PM) to all Sotheby's International Realty clients and friends. Both concerts will be held at the Boettcher Concert Hall in the Denver Performing Arts Complex.

Tickets may be purchased using the promo code at either the Boettcher Concert Hall box office or online at www.coloradosymphony.org

There is a \$6 per ticket handling fee for tickets purchased online.



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Analytics and Excellence

Because it's easy to get to the statistics of all efforts across an organization, marketing is more informed about the effectiveness of its efforts. In the digital world, the brand is on display, potentially seen by a significant amount of viewers over a longer period of time than some traditional marketing. It's important, then, to ensure that what is being put out into the digital world is not only on-brand but is interesting and relevant to its audience. Rezora's analytics, all in one place, allows Meagan to assess efforts and re-adjust as needed, assisting her with the goal of superior marketing standards.

But statistics aside, the most significant win for Meagan? It was seeing the excitement on an agent's face when an individual they had not been in contact with for years opens an email the agent sent and responds with, "it's great to hear from you!"