



Mid-sized Utah luxury real estate brokerage

Summit Sotheby's International Realty Case Study

Summit Sotheby's International Realty is a premier Utah luxury real estate brokerage with over 100 agents, assisting buyers and sellers with properties located in some of the most pristine and majestic ski areas in the US.

True to the brand Summit Sotheby's International Realty represents, Rezora's enterprise-wide digital marketing platform assists in providing an unparalleled experience in email marketing, setting Summit Sotheby's International Realty above their local real estate peers.

Marketing Challenge

Limited resources and high brand standards, coupled with more than the usual number of agents personally involved in email marketing, created a heavy marketing burden. **Joe Averett**, Summit Sotheby's International Realty's Director of Marketing, shares the benefits of Rezora's platform aiding agents in being self-directed and on-brand, thus reducing the marketing team's work load.



The Situation

“Before using Rezora, our experience with email-marketing had been simply providing each agent with a generic Sotheby's International Realty signature and jpg's of any marketing material, brochure or flyer. With limited resources such as staff, inexperience with using other email marketing platforms and using html to create emails, Summit Sotheby's International Realty was incapable of helping every agent to create custom pieces for all the different email-marketing platforms.”

Challenges

Easing Workloads

The amount of agents involved in email marketing at Summit SIR is significantly higher than the typical real estate company scenario. While many email marketing solutions tailored to the real estate agent or small business professional provide robust design features, there continues to be a high learning curve for creating marketing pieces. Agents continue to rely almost solely on their marketing department for content, design and assistance in interacting with technology.

Because of this, Summit SIR's marketing department was bogged down by learning a variety of different platforms and continually creating new designs or updating existing pieces for each agent.

With over 100 agents and a strong commitment to supporting marketing efforts for everyone, the process needed an efficiency overhaul. Or, Joe Averett's marketing group would soon require a week at the spa in order to continue at the same pace.

Streamlining Efforts

While Joe's team may prefer a week at a spa with or without a more efficient email marketing process, it makes sense to simplify. Creating a marketing piece for every agent for every listing in disparate email platforms, and on top of that additional creative marketing endeavors such as a monthly newsletter for even a handful of agents is certainly a time-drain and burden to resources that can be used for many other marketing initiatives if there was a way to streamline the email marketing process.

Staying On-Brand

For companies that understand the value of consistency and quality on-brand messaging and awareness, it goes without saying that digital marketing must have a more diligent, watchful eye. Everyone has experienced a mediocre real estate digital newsletter or e-flyer, it's a widely accepted fact that to keep anyone's attention in email marketing, the experience must be an exceptional one.

Summit SIR understood the importance of exceptional marketing before discovering Rezora, and therefore the practice of one-on-one support and assistance.

“Before Rezora, we would end up simply creating a jpg of the e-blast and trying to explain to agents how to embed an image in the message body of their email. Of course some email programs would allow that and others would not.”

The process of designing and creating an email had to be addressed in order to fully streamline the process. It would also enable Summit SIR to protect brand standards and message clarity.

Solutions

One Platform

“We can support our agents better with one platform with training, templates and can send automated communication from the brokerage on behalf of the agents.”

Reducing the complexity that engaging with multiple email marketing platforms tends to generate is a great first start. Creating marketing pieces in one platform reduces the time spent on learning and interacting with many user interfaces. But considering the multitude of email solutions available, the process of narrowing down the choices is daunting at best.

Rezora’s multi-tier, enterprise-wide solution seemed to offer some options that put it into a different category than many other solutions.

“Rezora allows us to create designs that can be sent on behalf of our entire team at once. We don’t have to re-do or re-design within many platforms. The best part is that the marketing piece is sent by way of the agent’s email address. When a client responds, or opens the email, the agent is in charge.”

In addition to that, another SIR affiliate closely related to Summit SIR, had been using Rezora for quite some time, which helped greatly with Joe’s decision-making process. *“We saw an email communication from our sister company in Colorado and heard SIR would be supporting it. It was the ‘a-ha’ moment for us.”*

One Template

“With Rezora, we do not need to have web designers or html skills but it does help.”

Rezora offers a unique approach to the design and creation of marketing pieces, saving even more time at the back end development process. Creating a custom design within typical email marketing platforms tends to restrict design possibilities.

Worse, if you’re unfamiliar with HTML, coding language behind email design, and its inconsistency across various email clients such as AOL or Outlook (think American English vs British English, etc.), then you’ll spend lots of time having to ensure that your new design renders appropriately across all of these clients.

Rezora takes the entire complex process out of the company’s hands by coding each template design. That left Joe’s team with the more important – and interesting – work of creating designs unique to their brand.

Joe’s team no longer needed to explain to agents how to embed images. In fact, the marketing team is able to send the jpg images to Rezora to code. Once the pieces are created and made available within Rezora’s platform, Joe’s team can easily “hand off” the marketing pieces – or templates – to be customized with fresh, real estate-related content by the agents, allowing Joe’s group to reduce their workload significantly.

One Step

“By using Rezora, every agent is able to create e-blasts and messages at their own leisure without the help of our marketing department and graphic designers.”

Joe explained that one of the best features of Rezora is the agent’s “ability to drag and drop listings into a template.” There is virtually no need to reinvent the “design” or fuss with ensuring that the email looks good in all email marketing platforms. The only job left to the agent is customizing the piece with their own listings, messages, stories and linked documents. It’s very easy to customize a marketing piece and another reason Joe likes Rezora for his agents. *“It’s the best solution for providing agents with a simple, easy to use platform for sending out marketing communication that reports back.”*

“By using Rezora, our agents are no longer dependent on the marketing department for e-blasts and we can know that our agents’ communication going out to clients is up to SIR standards.”

Solutions

Another Serious Exclusivity Perk

“By sending out e-blasts to the entire Realtor boards in Utah, we are able to distribute new listing information to all the Realtors. We have had several competing brokerages inquire as to how we support all our agents and have said they like the professional look. Their agents have demanded similar help but they can’t provide brokerage-wide support.”

Agents Weigh In

“Overall, Rezora has been a good email delivery platform for me. The templates are visually appealing and relatively easy to use and edit. When I made the switch from Mail Chimp to Rezora in January, several of my clients

“A past client interviewed several other agents and then ended up hiring me because she said, “I want to sell my home and I know you can do it.” I think the regular communications help establish and maintain my credibility. I had another client ask how her friends can “sign up for my informative emails”. ”

commented on how visually appealing the newsletters were. My open rate has been about the same as with Mail Chimp, but my click rate has improved.”

“Thrilled with the response and the ability to stock your clients on Rezora to see who is still engaged in the market. Have seen some oldies but goodies reach out. Others waiting to list in the future have opened the personal pieces (holiday greetings) and nicely responded.”

Speaking of Agents

Summit Sotheby’s International Realty decided to approach the training of their agents on Rezora’s email marketing platform with the same attitude they approach all other marketing or business initiatives – excellence and planning ahead.

Training was incorporated into a yearly conference, and spanned over two days of large and small-group focused sessions. Accounts were created ahead of time so that agents could focus on learning how to use the platform. Some agents created and sent their own marketing pieces during class.



Because of the additional support, Summit SIR boasts significant agent adoption and statistics within just a few short months of onboarding.