



Mid-sized Florida luxury real estate brokerage

ONE Sotheby's International Realty Case Study

As part of a prestigious, internationally-recognized real estate brand, ONE Sotheby's International Realty is involved in the luxury real estate market. With 8 offices and 250 agents, the company serves the South Florida region, and has broadened its reach to foreign markets. ONE Sotheby's International Realty employs Rezora's enterprise-wide digital marketing platform to expand their company's marketing reach, and enable agents to easily create and send brand-approved email marketing pieces to nurture existing client base.

Marketing Challenge

To replace the outgrown methods of email marketing with an approach that considers the high-end visual design needs of the real estate industry, streamlines and mitigates the marketing production load that occurs with a high agent-to-marketing resource ratio, and enables greater insight into statistical data company-wide for continual improvement.

The Situation

Victoria Sampaio, Marketing Director of ONE Sotheby's International Realty, shared with Rezora pain points and initial solutions attempted, before making the decision to implement Rezora's platform.



Design and deliverability issues

The creation and “send” process of emails resulted in questionable deliverability, and no feedback mechanism to understand the effectiveness of email marketing campaigns. *“Before Rezora, our email marketing consisted of designing flat image jpgs of our marketing pieces and BCCing them to all of our contacts from a company outlook email address. The frustration with this was that a good portion of the emails bounced back since we were sending out too many at one time, the process was cumbersome and consisted of a lot of copying and pasting email addresses into the BCC fields before sending out.”*

“We had to split the email up into groups so we didn't send out too many at one time, which would clog our server. There was also no way of tracking open rates for any of these emails.”

Heavy marketing load needs

Marketing resources became stretched (and stressed) to cover the growing number of agents' digital marketing design needs.

Ease-of-use issues demotivate agents

Little customization, lack of document and image storage, and sometimes “timing-out” after having created a marketing piece demotivated agents and caused many to abandon the system altogether. [One of the complimentary individual solutions allows] *“agents to send personalized email marketing pieces, but from the comments I have heard about this platform, it does not allow for a lot of customization, and agents are frustrated with the process of having to upload their own photos and text every time they want to send a piece.”*

CRM email-marketing add-on feature lacking

“We tried using Salesforce for our company email blasts for a time, which was also a long process for us that involved me trying to doctor up email blasts in dreamweaver each week. Ultimately the emails went out as scheduled and were received by our contacts, but it was difficult to track the effectiveness of the pieces in the system.”

Solutions

Unique design & deliverability process affecting the bottom line

Visual imagery and design are essential to effective real estate marketing. Often, email marketing programs provide a “create-your-own” environment that, while useful, can hinder design capabilities. Additionally, creating a digital marketing piece that renders successfully across all email client programs without hindering the design or structural integrity is challenging at best and takes time. Rezora has taken the design-enhancement and rendering challenges out of ONE Sotheby’s International Realty’s hands by coding each marketing piece, allowing the company to focus on what it does best – creating eye-popping, uniquely branded design.

Victoria explains. *“The best part about Rezora is being able to streamline your company's email marketing through a single service. We are now creating branded pieces for agents to send through the system at least 3 times a month. We can now provide quality information and branded pieces to our agents on a consistent basis, and all they have to do is choose whether or not the piece sends out on their behalf. It's that simple!”*

Victoria goes on to boast the numbers, which are very impressive. *“I love being able to look at the reports for sent pieces, seeing how many times a client viewed a particular property, how active a contact is overall. On the admin side I think that it is great that we get an overview of how many pieces total to-date our agents have sent out.*

And, after several months the benefits are becoming apparent. *“We have a lot of clients who pick up the phone and call the agents who sent them one of our new rezora pieces, just to tell them they love the quality of the information we are sending out and the relevant content. We have also had some agents generate quality leads from their Rezora marketing, which is a huge win in proving the effectiveness of the platform.”*

Simultaneously expanding digital marketing reach while reducing marketing workload

Multi-tier organization within Rezora’s platform enables a more efficient process of making available templates across multiple accounts, or sending a marketing piece on behalf of an agents’ primary sphere in a single step, thus decreasing the marketing design workload.

*This morning [the to-date totals were] **64** agents, **1700** marketing pieces and **800,952** recipients – those are big numbers! Our average open rate is steadily climbing. Today we are up to **21.7%**.”*
Before starting with Rezora, a little over half a dozen agents out of **250** were using email marketing on a consistent basis. Now, ONE Sotheby’s International Realty hovers around **30%** active agent use.

Solutions

Ease-of-use + relevant content = happy agents and a stress-free marketing department (well, almost...can a marketing department ever be stress-free?)

Easy-to-use interface and relevant content add up to enthusiastic agents wanting to engage with the platform, further reducing marketing workloads. Content can be added simply, without affecting design. Marketing pieces stay fresh and relevant. *“Learning about the MLS integration with Rezora was a huge a-ha moment for me, because it is a service that we are not seeing any other email marketing program out there providing.”* Rezora also makes available syndicated content (eg, online local and national news, stories) and unlimited document and image storage for convenient retrieval.

“Rezora has been able to address the problem of agents all wanting to create their own personal property eblasts to send to their contacts. In the past we would get a lot of requests from agents who wanted our marketing team (ie, me) to create pieces specifically for their properties, which unfortunately we were not equipped to handle in the office because of the workload. Now that we have Rezora, those requests have completely dropped off, because the agents can create beautiful pieces themselves in the system.”

RECORD BREAKING
HIGHEST AUCTION TOTAL IN SOTHEBY'S HISTORY

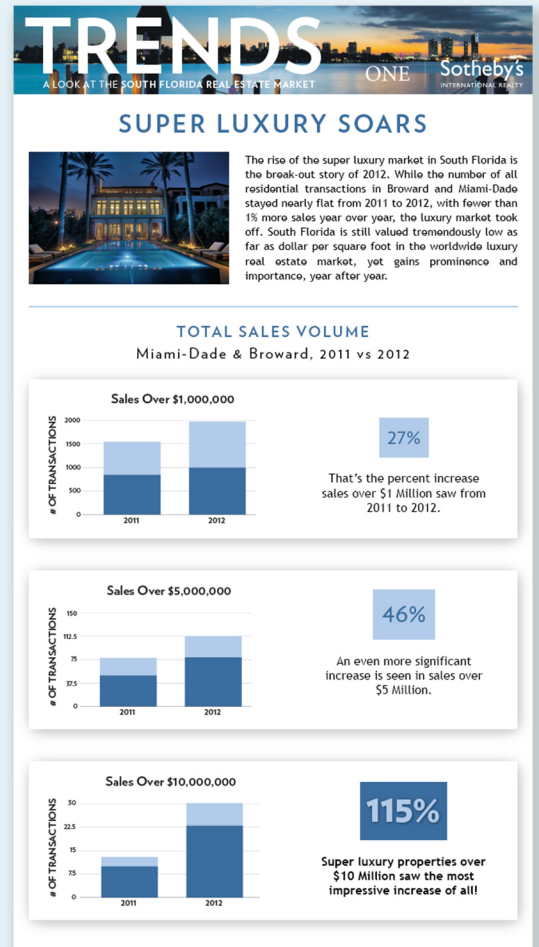
The November 13th Evening Auction of Contemporary Art at Sotheby's totaled **\$375,149,000** - the best auction result in any category in the Company's history.

Artist records were set for Jackson Pollock, Franz Kline, Hans Hofmann, Arshile Gorky, Robert Motherwell, and Wade Guyton, as well as for a work-on-paper by Andy Warhol and a painting by Takashi Murakami.

MORE DETAILS HERE >>

Mark Rothko - No. 1 (Royal Red and Blue)
SOLD FOR \$75,122,500

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The Bottom Line

Today, digital marketing is more comprehensive than ever. Aside from the all-important website, there is a flood of online tools to engage real estate consumers. Email marketing is a major player and significant marketing channel when it comes to actively promoting many of these online tools. But for email to be effective, it needs to capture the interest of the consumer. High-quality design and relevant content are a good place to start. If “steadily climbing” statistics and “quality leads” are your measures of success then you’re on a very good track with Rezora’s platform.