



Mid-sized Colorado luxury real estate brokerage

Slifer Smith & Frampton Case Study

Slifer Smith & Frampton, the first Vail Colorado real estate company boasting over 50 years in business, has 20 offices in the Vail Valley & Summit County regions, and over 130 brokers. Their reputation is built on sales success and award-winning marketing practices. Over 140 countries are represented in website visits annually, with additional global exposure through online marketing campaigns and affiliations with elite international companies, Luxury Portfolio and Board of Regents.

Digital marketing is an integral part of Slifer's marketing practices, and Rezora's platform enables Slifer to stay connected to the wider community, providing informative real estate market news, social events and listings promotion.

Marketing Challenge

An established area real estate brand known for its sophistication and excellence in marketing practices, Slifer Smith & Frampton desired an organized and efficient approach to market to the existing database of clients and contacts throughout the entire organization while tracking the effectiveness of its digital marketing practices. SLIFER wanted to be able to market to the list of agents' contacts in addition to agents marketing on their own with access to the analytics of the combined practices. The current solutions and processes fell short in many of these areas, which resulted in disparate marketing practices and frustration in not knowing whether the marketing efforts were getting to the intended target.

Bettina Medina, Slifer Smith & Frampton's Director of Technology, explains that SLIFER's "main goal has always been to have a combined database of all agents' contacts yet keep them separate so agents can market to their own customers."

"We are now able to see how many customers we market to as a company and how effective our agents are at email marketing."

The Situation

Bettina Medina, Slifer Smith & Frampton's Director of Technology, explains why Rezora is an important component of SSF's digital marketing practices, after several attempts with other solutions.



Design and deliverability issues

"Before Rezora, brokers had to come up with their own email templates which often did not match the brand guidelines we had put in place. Often these emails were large and did not end up in the customer's inbox."

"We tried using MS Outlook for mass email but the sending options with having to put everyone in the BCC field was not a good option and the emails often did not arrive in the recipient's inbox. Brokers became frustrated not knowing if an email has reached someone or not."

A Question of Effectiveness

"With MS Outlook as the email, client brokers did not have access to the tracking mechanism Rezora provides."

"Top Producer was another program we started using back in 2007 until now. This software got very little usage as well since it was hard to use and had too many options to confuse the end user. There was no tracking available to test the effectiveness of email pieces."

Email Marketing Frequency Sporadic

"Brokers did not want to spend the time to think about what to email out and create a template on their own. This resulted in very few mass emails to update their customers."

Solutions

Streamlined Delivery Process Coupled With Enhanced Design

“The ability to email out company pieces to everyone in our database was a key solution for Slifer since some agents don’t email out anything so their customers are getting at least one piece a month which comes from the agent since they don’t know the difference.”

“Most of our agents have very large database anywhere from 300-2000 people. By using Rezora, agents were able to “clean up” their contacts by receiving bounced and undeliverable emails.”

“The Company wants to help agents look professional by providing branded, informative marketing pieces and email them out consistently.”

“This saves the agents’ time so they can be out with customers and SELL.”

Increased Agent Adoption Leads to Increased Frequency

“Usability of an email program has been a struggle for years. Our agents are not very tech savvy so the ease of use was very important.”

“One of our agents that is one of the least tech savvy used the program immediately after her first training session. This was the best testimonial for a software that ANY agent can use.”

FEBRUARY 2013

SLIFER SMITH & FRAMPTON REAL ESTATE

INSIDE EDGE

SPECIAL EDITION
NEWS FROM THE MOST TRUSTED NAME
IN VAIL VALLEY REAL ESTATE SINCE 1962

Local Charity Spotlight

WE ARE SO FORTUNATE to call the Vail Valley home and believe that it is integral that we support our community by giving back. Over the past 10 years, we have given over \$1.5 million back through our donations. We would like to highlight some of the organizations that do an incredible job making our area the very best place to live. If you would like more information about any of the charities below, please visit their websites and help continue to support the Vail Valley community.

YOUTH FOUNDATION
Vail Valley Foundation's Education Arm

THE YOUTH FOUNDATION
The VV's Youth Foundation's mission is to ensure every child in Eagle County has access to education based programs that ignite passions and prepare children, particularly those in need, for success. We provide early childhood education, afterschool, summer, mentoring and scholarship programs for students ranging from pre-school through college, with the goal of empowering even our most disadvantaged youth to reach their highest potential and attain academic excellence.
www.theyouthfoundation.org

EAGLE COUNTY ANIMAL SHELTER
The Eagle County Animal Services department is responsible for patrolling for stray dogs, responding to citizen complaints, investigating bite reports and educating residents about responsible pet ownership. The department also runs the local animal shelter, providing a safe haven for impounded and surrendered pets, and finding new homes through the adoption program.
www.eaglecounty.us/animal

Stop by any of our SSF office locations and donate to Eagle County Animal Services to receive a complimentary SSF Dog Leash and Treats for your Four Legged Friend!

BRIGHT FUTURE FOUNDATION
prevention + intervention of domestic violence

BRIGHT FUTURE FOUNDATION Provides services to families affected by domestic violence and sexual assault. The program includes 24-hour crisis hotline, Freedom Ranch emergency shelter, crisis counseling, advocacy case management and connections to needed community services.
www.brightfuturefoundation-ec.org

VAIL VETERAN'S PROJECT
Transforms people that have been injured while serving in the Military and their families through individualized world-class outdoor programs such as skiing, golfing, zip-lining, and rafting with the goal of building confidence and life-long relationships through outdoor recreational therapy.
www.vailveteransprogram.org

HomeCare & Hospice of the Valley
Peace. Comfort. Support.

HomeCare & Hospice OF THE VAIL VALLEY
Mission is to improve the quality of life for patients and their families who are facing a life-limiting illness by addressing physical, emotional and spiritual needs. The goal is to promote quality of life at any stage of life, through patient and family care, advocacy and community education.
www.hcvtv.org

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SLIFER SMITH & FRAMPTON REAL ESTATE
CELEBRATING 50 YEARS

Solutions

Tracking the Effectiveness & Enthusiasm

“Brokers are addicted to looking up contacts to see what they are viewing and how often. With Rezora, they love testing out different templates with various information to see what customers click on.”

“Customers want to receive emails with pertinent information. With Rezora, a broker can learn what the specific needs are for each customer by looking at how they behave and what they click on. This results in more click-throughs and credibility. The customer trusts the broker knowing what their needs are.”

“One of the major highlights when reviewing who clicked on the emails was that often those clicks came from customers that the brokers had not heard from in a couple of years.”

“This was encouraging to the brokers and gave them a reason to contact those customers again with more targeted information.”

The Numbers Have It

135 agents have sent
5,632 marketing
pieces to
1,006,488
recipients.

OPEN RATE	30.8%	CLICK RATE	3.4%
BOUNCE RATE	0.9%	SPAM RATE	0.1%

Overall Effectiveness of the Platform

“Within 6 months of using Rezora most of our agents started using it extensively. If you have a system that has great features but nobody can use it then the program is of no use to anyone.”

SLIFER SMITH & FRAMPTON REAL ESTATE
INSIDE EDGE

NEWS FROM THE MOST TRUSTED NAME IN COLORADO MOUNTAIN REAL ESTATE SINCE 1962

MARCH 2013




PHOTO COURTESY OF DIANA SABREEN/VAIL RESORTS

SUMMIT COUNTY NEWS **SPRING SKIING**

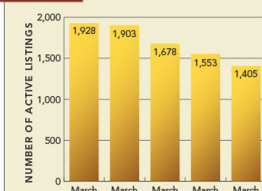
Spring is one of the best times of the year for skiing and snowboarding in Summit County. Storms saturated with moisture dump 10" of snow one day, and the next you'll find blue skies and temperatures in the 50s. To celebrate spring and the end of the ski season each resort hosts a variety of events including concerts, beer festivals and pond skimming. Breckenridge's "Spring Fever" runs from March 17 to April 14 and includes concerts from The Mighty Mighty Bosstone, The Dirty Heads and Matsiyahu. Over at Keystone spring skiers can enjoy pond skimming and a live concert from Robert Randolph. And Copper Mountain's Sunsalon festival on closing weekends includes live music and a floating rail jam. Make sure to load up on sunscreen, grab your light weight coat and get to Summit County for some spring skiing!

Closing Dates:
Breckenridge: April 14th
Copper Mountain: April 14th
Keystone: April 7th

TOP FIVE THINGS TO DO:


- From March 30th through April 9th Copper Mountain will host the 2013 USASA Ski and Snowboard National Championships. Skiers and riders of all ages from across the country will meet at Copper to determine the very best.
- Meet at the 'Main Street of the Rockies' in Frisco on March 31st for the 2013 Kids' Easter Egg Hunt. Over 5,000 candy filled eggs will be hidden around the town with a few unique eggs containing 'special prizes'!
- On April 6th Breckenridge hosts the 6th Annual Breckenridge Spring Beer Festival. This year the event will be held on the 100 block of Ridge Street in downtown and includes over 30 craft brewers from around the country.
- Come and compete in the Keystone Slush Cup on April 7th for your chance to win one of three season passes for the 2013/14 ski season. Prizes will be awarded for the best overall, the best crash, and the best costume.
- Sunday April 14th marks the Second Annual Copper Man Adventure Race. Participants will meet at Copper Mountain at 11:00am for a 3k race through frozen obstacles, a hot chocolate pit and a human leg!

MARKET TRENDS **SUMMIT COUNTY INVENTORY**



On March first there were 1,405 active properties in Summit County (including residential and land listings), a substantial decrease compared to March 2009 when 1,928 properties were available. Single-Family listings shrank to 309 active properties and Multi-Family residences dropped to 748 active properties.

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CELEBRATING 50 YEARS

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“The adoption rate was higher than we had ever seen with any other software.”