



Boutique Wyoming luxury real estate brokerage

Jackson Hole Sotheby's International Realty Case Study

Jackson Hole Sotheby's International Realty represents real estate in one of the most scenic regions of the Rocky Mountain West. With 2 offices and 78 agents, the company lists over 50% of the available real estate property in Jackson Hole.

One of the earliest adopters of Rezora's platform within the Sotheby's International Realty Brand Affiliate network, Jackson Hole Sotheby's International Realty employs Rezora's enterprise-wide digital marketing platform to provide clean, professional marketing pieces on a consistent basis, staying close to existing clients and nurturing potential relationships.

Marketing Challenge

Understanding the swiftly changing landscape of real estate marketing, with most buyers beginning their search for properties online, Jackson Hole Sotheby's International Realty realized the need to ramp up their email marketing efforts. Before Rezora, JHSIR's efforts were intermittent and sporadic across the organization. A handful of agents managed their own accounts with various email providers. JHSIR wanted an approach that encouraged consistent digital marketing efforts that are on brand, while continuing to encourage agents to market on their own behalf.

The Situation

Lisa Delaney, VP Marketing and Operations, shared with Rezora the reasons JHSIR chose Rezora's enterprise-wide solution over other strong email marketing tools such as Constant Contact or Mail Chimp.



Efficient and effective marketing with Rezora's Enterprise-wide platform

"Before Rezora we had a handful of agents doing a tiny bit of intermittent email marketing. The frustration was knowing we weren't doing enough email marketing collectively as a company."

Because Rezora is an enterprise-wide platform, the company can provide a great deal more marketing support, expanding its digital reach without a lot of effort. This is achieved by a multi-tier approach that allows for the sending of emails across multiple accounts at once. Each agent has her own account including personal information and social media that personalizes the email being sent. And most importantly, the company can schedule emails to be sent on behalf of everyone in the organization without affecting the proprietary relationship between agents and contacts.

This process sounded very promising to Lisa Delaney in addressing both the need for consistent email marketing efforts and personalized connections.



Lisa explains, *"Rezora was our first platform for email marketing. We shunned Constant Contact and others for various reasons."*

"[One of the reasons is that] other email marketing programs did not allow our agents to keep their contact lists within their domain. For example, as an agent, I have a private list of clients. The monthly update from my office goes to my contacts/clients with my contact info. Not the office contact info. That makes for a very personalized experience for my clients without losing my clients to other links."

"With Rezora, it appeared that the agents didn't need to take any action to have quality marketing pieces sent on their behalf. It is automatically sent for our agents by me. It looks professional when clients receive. Clients stay in the world of the agent and are not redirected elsewhere."

This resulted in sending out consistent and good information from all our agents at the same time."

Solutions

Real estate-focused content a huge plus

“And of course other email programs don't have our property feed that allows our agents to personalize their email marketing with any of our active listings.”

Another reason Rezora held more appeal for JHSIR than other well-known email marketing industry leaders is because of the relevant, real estate-focused content available within the platform. Rezora incorporates much more than articles on pumpkin pie recipes and home improvement found in your typical agent monthly newsletter. Rezora is synonymous with listings information.

Listings available within a local MLS are seamlessly included in the back end of Rezora's platform.

An agent enters his own MLS ID when creating an account. This enables the listings to be viewed as a thumbnail to then easily drag and drop into a company-approved, formatted template design.

If that isn't enough content, Rezora allows agents to incorporate market report data. Statistics, such as average sale prices and days on market are available to incorporate within an email in just a few minutes.



In addition to MLS listings information, agents have access to the world of internet content. National syndicated feeds such as Inman News, The New York Times, local stories or anything with a public URL are available to include within a template, similar to how listings are added.



“Clients stay in the world of the agent”

“Rezora helped create an internal business win for us. Our clients appreciate being kept up-to-date on the market and like the personal touch from our agents. Clients who have been waiting in the wings are now coming to the table. And they are coming to our agents who have been in contact with them through the thick and thin of the market. Rezora kept us front of mind with our valuable client base.”