

**JESSE EBNER**

# Weekly Email

From Open Rate to Closed Deals

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JESSE EBNER / WEEKLY EMAIL

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**JESSE EBNER**

# Weekly Email

From Open Rate to Closed Deals

Signature Properties Ebner & Associates

Crested Butte, CO

jesse@jesseebner.com

 @jesseebner



**Years in real estate: 15**

## **2021 Results**

- ❖ Transactions: 91
- ❖ Volume: \$97,614,500
- ❖ GCI: \$2,362,420

## **2022 Jan to July (C&P)**

- ❖ Transactions: 15
- ❖ Volume: \$11,317,000
- ❖ GCI: \$351,505

# By the **NUMBERS**

**Number of total recipients:**

|      |      |
|------|------|
| 2019 | 524  |
| 2020 | 742  |
| 2021 | 860  |
| 2022 | 1064 |

**2019: 1 email per month =**

32 transactions, Avg Open Rate 43%, 3.6% market share \$30 million volume. September started weekly videos.

**2021: 1 email per week =**

97 transactions, 44% open rate (highest 57%), 5.5% market share

**Current click-through rate on videos, hyperlinks, etc.:**  
**Average number of hyperlinks in an email:**

12%  
12-15

**Percent of new clients coming from referrals from existing database:**

59 units sold to referral from database or repeat clients in 2021  
\$1,500-\$2,000

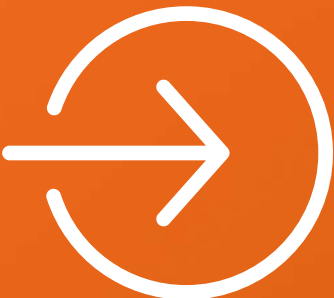
**Monthly Cost of Production (videographer):**

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# Why EMAIL?

It costs nothing, keeps you relevant to your audience and (if it's done right) gets a direct response.

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“The Playbook”  
Jesse’s **APPROACH**

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# BACKGROUND

Jesse grew up in a vacation area where a lot of people own second homes and want to be kept up to date on what's going on in the community. Originally, she sent emails once a month, simply with market updates. But when COVID hit, she upped to once a week her communication to her database and leads. What does she primarily attribute her email success to? Engaging content that clients pass on to their friends. With over 80% of her business coming from existing clients, emails keep her top of mind.

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# PHILOSOPHY

## Emails should:

- Remind readers that you're the local real estate expert
- Get readers to forward it to others
- Get readers to email you back





# STRUCTURE

Jesse follows a specific formula to engage her audience:

- First, put a long-form video at the top (the best she created during the week), that catches her readers' attention and motivates them to read further. Her readers can access her videos by clicking on a thumbnail or using a link.
- Second, include information on what's going on locally. She shares news about upcoming events and places to visit, especially those off the beaten track. After all, since she grew up there, she knows the secret spots. She'll also share some inside scoop that isn't otherwise shared in the local paper. Additionally, there are a lot of nonprofits in Crested Butte that residents are closely involved with, so she features a nonprofit or their upcoming fundraising event.

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# STRUCTURE

- Third, add something about market activity. It may be about recently listed or sold properties, or it could be something of interest pulled from Keeping Current Matters.
- She adds a past video to the bottom of the email or the new podcast video.

Lastly, and this only once a month, she'll do an in depth market report.

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# PROCESS

Jesse's production process is simple – just like her emails.

- **Filming:** Batch film once or twice a month
- **Location:** In office or outdoors (after all, Crescent Butte is a beautiful area)
- **Support:** A videographer team to shoot and edit, post to social and YouTube
- **Content:** Often thematically related to the video of the week and local events.
- **Scripting:** None. She used to script, but she's gotten more comfortable – and more authentic – just talking to the camera
- **Delivery method:** Mailchimp
- **Subject line:** Worth putting thought into. Humor goes a long way!
- **Prospecting:** An hour of power of day, minimum. An email helps prepare for phone calls. It never replaces them.





**“The Playbook”**  
Jesse’s **TOOLKIT**

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## EMAIL ANALYSIS

**54.9%**

AVERAGE EMAIL OPEN RATE

**9.7%**

AVERAGE EMAIL CLICK THROUGH RATE

### What this means...

I can't even begin to tell you how absurdly strong these metrics are, particularly in an era where everyone else has seen a major decline in their email engagement. Since our last audit these metrics have even improved - your email open rate is up 14.4% and click through rate increased 49.7% - WOW.

My recommendation here is **DON'T CHANGE ANYTHING YOU'RE DOING!** But seriously, you have a really engaged email base - so let's think about ways in which you can benefit from this engagement. Possibly providing more options for people to express their current status in the market through smaller survey questions (ex: I'm thinking about buying (or selling) in the next 3 years, next year, next 6 months, already trying to sell) - which will allow you to get actionable lead data directly from your customers. Or even subtle/not so subtle reminders of calls to action (are you thinking about selling soon? call me for a complimentary market update).

And then the big one - the next step is getting more emails on this list. This is where lead gen ads are going to be beneficial for you. My recommendation here is that once you are ready to get set up with ads, we'll want to make sure that we have a strong welcome flow series of emails to introduce new people to your content and your brand in a series of automated emails (can do this in mailchimp) before you move them onto your general list. You definitely have the hardest part of this covered where you're already creating good content in your regular email blasts, so let's get you set up to take the next step to start to scale this even bigger.

# Jesse's TOOLKIT

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| URL   | Total clicks | Unique clicks |
|---|--------------|---------------|
| <a href="https://youtu.be/OpOygd55ep4">https://youtu.be/OpOygd55ep4</a>   | 47 (33.6%)   | 39 (33.1%)    |
| <a href="https://jesseebner.com/homes-for-sale-featured/">https://jesseebner.com/homes-for-sale-featured/</a>   | 15 (10.7%)   | 14 (11.9%)    |
| <a href="https://www.trailheadkids.org/education/summer-programs/">https://www.trailheadkids.org/education/summer-programs/</a>   | 11 (7.9%)    | 5 (4.2%)      |
| <a href="https://harmels.com">https://harmels.com</a>   | 9 (6.4%)     | 6 (5.1%)      |
| <a href="https://www.skicb.com/explore-the-resort/activities-and-events/kids-summer-prog...">https://www.skicb.com/explore-the-resort/activities-and-events/kids-summer-prog...</a> | 9 (6.4%)     | 9 (7.6%)      |
| <a href="http://mtcbmusic.com">http://mtcbmusic.com</a>   | 9 (6.4%)     | 9 (7.6%)      |
| <a href="http://cren.paragonrels.com/publink/default.aspx?GUID=489a4ee4-ccb4-4343-a1a2...">http://cren.paragonrels.com/publink/default.aspx?GUID=489a4ee4-ccb4-4343-a1a2...</a>     | 7 (5.0%)     | 6 (5.1%)      |
| <a href="https://taylorparkmarina.com/rentals/#boats">https://taylorparkmarina.com/rentals/#boats</a>   | 7 (5.0%)     | 7 (5.9%)      |
| <a href="https://bit.ly/3xCjQZ5">https://bit.ly/3xCjQZ5</a>   | 7 (5.0%)     | 6 (5.1%)      |

## 1,064 Recipients

**Audience:** General Interest

**Delivered:** Fri, Jun 10, 2022 8:49 am

**Subject:** Laser Show Instead of Fireworks?! | An Update from Crested Butte

[View email](#) · [Download](#) · [Print](#) · [Share](#)

|               |               |              |                   |
|---------------|---------------|--------------|-------------------|
| 484<br>Opened | 83<br>Clicked | 2<br>Bounced | 2<br>Unsubscribed |
|---------------|---------------|--------------|-------------------|

|                       |                |       |                         |                |
|-----------------------|----------------|-------|-------------------------|----------------|
| Successful deliveries | 1,062          | 99.8% | Clicks per unique opens | 17.1%          |
| Total opens           | 722            |       | Total clicks            | 140            |
| Last opened           | 6/11/22 7:50AM |       | Last clicked            | 6/11/22 7:45AM |
| Forwarded             | 0              |       | Abuse reports           | 0              |

# Jesse's TOOLKIT

Current click-through rate that takes people directly to her landing page: "I don't have a landing page but I drive people either to my website or YouTube Channel and they consistently rank highest in click rates. 33%"

|   |            |            |
|---|------------|------------|
| <a href="https://jesseebner.com/homes-for-sale-featured/">https://jesseebner.com/homes-for-sale-featured/</a>   | 45 (33.3%) | 29 (27.6%) |
| <a href="https://youtu.be/8UxGBPLEUpA">https://youtu.be/8UxGBPLEUpA</a>   | 25 (18.5%) | 21 (20.0%) |
| <a href="https://www.adaptivesports.org/events/crested-butte-open">https://www.adaptivesports.org/events/crested-butte-open</a>   | 20 (14.8%) | 16 (15.2%) |
| <a href="http://cren.paragonrels.com/publink/default.aspx?GUID=53ad27a4-6ed0-4af3-8eb...">http://cren.paragonrels.com/publink/default.aspx?GUID=53ad27a4-6ed0-4af3-8eb...</a>             | 14 (10.4%) | 8 (7.6%)   |
| <a href="https://www.thebalance.com/how-to-invest-in-real-estate-with-a-self-directed-ira-4...">https://www.thebalance.com/how-to-invest-in-real-estate-with-a-self-directed-ira-4...</a> | 6 (4.4%)   | 4 (3.8%)   |
| <a href="http://cren.paragonrels.com/publink/default.aspx?GUID=b2904a54-db58-485e-a7d...">http://cren.paragonrels.com/publink/default.aspx?GUID=b2904a54-db58-485e-a7d...</a>             | 5 (3.7%)   | 5 (4.8%)   |
| <a href="http://cren.paragonrels.com/publink/default.aspx?GUID=49dc5283-7ca8-4961-b421...">http://cren.paragonrels.com/publink/default.aspx?GUID=49dc5283-7ca8-4961-b421...</a>           | 3 (2.2%)   | 3 (2.9%)   |
| <a href="https://youtu.be/uuGFC2L7I0U">https://youtu.be/uuGFC2L7I0U</a>   | 3 (2.2%)   | 3 (2.9%)   |
| <a href="http://cren.paragonrels.com/publink/default.aspx?GUID=961cd1df-c317-44e5-824f-...">http://cren.paragonrels.com/publink/default.aspx?GUID=961cd1df-c317-44e5-824f-...</a>         | 2 (1.5%)   | 2 (1.9%)   |

## Subject Lines That Have Worked

Mother Nature, You're Crazy! | An Update from Crested Butte - 58% open

New Direct Flights to Gunnison! | An Update from Crested Butte - 59% open

Oh Boy! Good News on Restaurants! | An Update from Crested Butte - 58% open

Mother Nature One Ups Santa | Merry Christmas from Crested Butte - 50% open

Winter Storm Warning, Wait What? | An Update from Crested Butte - 58% open

Have I lost my mind?! Another Update from Crested Butte - 57% open

It Rained Cows and Horses! | An Update From Crested Butte - 50% open

Is It Going to Be a White Christmas? | An Update from Crested Butte - 52%

# Jesse's TOOLKIT



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<https://www.youtube.com/watch?v=pCeAsheNLol>





# Jesse's TOOLKIT

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Subscribe Post Issues

Browser: MS Edge



**SIGNATURE PROPERTIES**  
EBNER & ASSOCIATES



Watch my latest vlog - [Short Term Rentals in Crested Butte](#)  
[Subscribe to my YouTube Channel](#) so you don't miss any of my videos!

*Friends*

CBMR is opening tomorrow for fall served adventures and mountain biking/hiking! The Red Lady and Silver Queen lifts will be running daily to shuttle you up to your favorite mountain trails. My favorite activity on the mountain is to ride the Queen and hike the peak. It is a great trail and amazing views at the top! Another favorite is to hike Red Lady and hike back down to the Umbrella Bar for Happy Hour! [Mountain Music & Tastings](#) [June 26th](#) [Wednesday](#) [Mountain Tastings](#) [June 26th](#) Interestingly, they are going to do a laser show on July 4th instead of fireworks. I am actually really curious what that will be like, see you there?

If you're looking for something the kids can do this summer, [Mountain Adventures and Camps](#) are great options. You don't have to commit to an entire summer, you can pick the activities daily. My kids are excited about rock climbing and fishing! There are also great camps at [The Trailhead Climbing Museum](#) for the younger kids. Let me know if you have questions about keeping the kids busy this summer, I have to keep two rowdy boys on the go so I have lots of tips!

Father's Day is next Sunday, here are some great gift ideas.  
[Stoneback Brewery](#) - [Brewery](#) 8700 [Ridge at Homewood on the Table](#) - My favorite place is under amazing new ownership and getting a beautiful terrace! Check them out for your next adventure or dine at the beautiful terrace restaurant.  
[The Table and Grill at Silver](#) - Spend Dad on a private fishing trip with my friend Elbot, he will be sure to find some incredible fish!  
[Buck & Passport at Taylor Park Maesta](#) - My friends Ryan and Jennifer are the owners and have revamped the menu, there is something for everyone!  
[Garden View with Colorado Back Country Guides](#) - If you're heading out on a trail you aren't familiar with so taking a guided trip is a great option!


Have a wonderful weekend!

*Market Update*


In the last 7 days from Gunnison to Mt. Crested Butte:  
 3 Properties Sold for a Total of \$3,022,270  
 15 Properties Viewed Online for a Total of \$4,322,000  
 22 New Listings for a Total of \$18,655,500




**Luxury Homes Are in High Demand**



**Why The Growing Number of Homes For Sale is Good For Your Move List**



Should you hire a marketing agent or a listing agent when you decide to sell your property? In this episode of the Real Estate Podcast, Jesse and I are talking about the differences and why a marketer who you hire to represent you in the sale of your property in Crested Butte. [Listen to the Episode Here!](#)






[Click Here to View All of Our Featured Listings](#)


★★★★★


"She made a very difficult situation easy from day 1. I like with us to help every step of the way. She was always available and responded immediately. She made this stressful buying experience a lot more manageable and we don't think we could have gotten through it without her!" - Stephanie

Follow Me on Social Media!

**Jesse Ebner, Broker/Owner**  
 Signature Properties Ebner & Associates  
 228 Elk Avenue  
 Crested Butte, CO  
[www.JesseEbner.com](http://www.JesseEbner.com)  
[jesse@jesseebner.com](mailto:jesse@jesseebner.com)  
 970-901-2622 cell  
 970-712-2000 office





Jesse Ebner, Broker/Owner  
 228 Elk Avenue  
 Crested Butte, CO  
 970-901-2622 cell  
 970-712-2000 office

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 You can unsubscribe or change your preferences at any time.

# 3 Things YOU CAN DO NOW

## 01

Be consistent (and remember what Tom says: "Better done than perfect").

## 02

Have clickable material that goes to your website.

## 03

Pick a day that works best for you that you know you will get it done and post your new video on the same day.

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# 6 Things Jesse will do **MOVING FORWARD**

**01**

More videos and add another email per week.

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**02**

Add more components to make the email more interactive with my audience, including more calls to action.

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**03**

Add a guest columnist who talks about tips of their trade: interior designers, builders, lenders, restaurant owners. Also, showcase community outreach.

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**04**

Add weekly updates based on the season, weekly snow report, weekly fly fishing report, weekly wildflower report.

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**05**

Profile clients who just purchased or sold their property and their experience buying/selling in our market and with me.

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**06**

Work with my Tom Ferry coach to help keep me accountable and to help me implement these ideas!

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JESSE ON COACHING



Coaching has helped me think bigger and grow my business. **I love the accountability.**

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