

# REAL ESTATE

**EMAIL MARKETING**

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EMAIL

# REAL ESTATE

EMAIL MARKETING

## FOREWORD

*"He is the happiest, be he king or peasant, who finds peace in his home." - Johann Wolfgang von Goethe*

It would have been inconsiderable to most observers just five years ago that some appealing and comfortable homes in states such as California, Arizona, Nevada, Michigan, Ohio, and Florida would have been available for listing prices that barely equal the cost of the materials required to build the structure, without taking into consideration the cost of labor or land price. The foreclosure crisis has forever changed the face of real estate in America, and through it all, resilient and committed real estate agents have not wavered in their dedication to their service to both buyers and sellers in what can only be described as a very fluid and dynamic national market.

Alongside this market upheaval has developed an increasingly competitive market where each real estate owner, manager, or agent has to be able to take advantage of every feasible factor to allow them to reach a greater customer base than their business competitors. With the metamorphosis of the real estate market into a far more uncertain one, cost efficiency in all promotional vectors has become of paramount importance to any real estate business owner, agent, or manager. The statistical and metric data in this guide should help real estate professionals to fully comprehend the overwhelming cost advantages provided by email marketing, which combined with its unparalleled reach, power, and efficiency, make it the number one preference of real estate agents everywhere. There is no other medium that can provide real estate business owners, managers, and agents with the Return on Investment (ROI) of email marketing, which the Direct Marketing Association's 2009 official survey has conclusively demonstrated is a wholly remarkable \$43.62 for each \$1 invested.

This guide is intended to provide a compilation of relevant statistical data for the benefit of any real estate business owner, manager, or agent who wishes to improve their overall email marketing approach through an understanding of the current standards in the sector. It is hoped that by analyzing the statistics and metrics included in this report, the overall state of real estate email marketing will be advanced and improved to provide even further benefits to real estate businesses as well as its buying and selling clientele.

- Curt Keller  
CEO  
Benchmark Email

## ► Introduction

The information in this report, **Real Estate: Maximizing Lead Generation with Email Marketing**, was correlated in order to provide a current insight on the state of [email marketing campaigns for real estate businesses](#). The data in this report was gathered specifically to assist the individual owners and managers of real estate businesses in boosting their marketing efforts through application of the following procedures:

1. Gaining new insight on how to concoct and manage an email and social networking visibility campaign designed to draw in new buying and selling customers to your real estate services while reducing the turnover rate of present clients.
2. Comprehending the particular complexities of the prevailing ethical and industry standards that dictate real estate policies when implementing a coherent [email marketing strategy](#).
3. Deducing and explaining the most important metrics and statistics to gain an overview into the wide variety of promotional approaches among the email marketing strategies of the vast number of real estate companies across the nation.
4. Employing a suite of email marketing services tailored to the requirements and preferences of the owner, manager, or agent of any real estate business in order to maximize profitability.

An extensive collection of published data reports were scrutinized in order to form the basis for the statistical and metric information contained in this guide. The email marketing processes and methodologies harnessed by a variety of real estate businesses were analyzed to arrive at the conclusions found within this white paper. This data has been gathered from all levels of the real estate sector and may be scrutinized within the Real Estate Email Marketing Survey section.

The main objective of this guide is to supply answers to the questions that all real estate businesses must ask themselves in order to improve their online promotional communications strategies and to extend the impact and reach of their email and social media marketing campaigns to their buyers and sellers.

## ► Background

The Real Estate sector is comprised of a wide selection of different agencies and corporate structures, ranging from the small town independent real estate agent all the way up to the multi-national mega-corporations that market properties all over the world and can have hundreds of thousands or even millions of active listings at any one time. Real estate is an extremely wide ranging business that encompasses professionals in virtually every field. Real estate careers go far beyond the conventional realtor agent stereotype to include office staff, accountancy and legal personnel, technology experts, telecommunications specialists, graphic artists, photographers, multimedia producers, and a broad range of consultants specializing in every possible niche of the sector.

Given the extent of the current industry and its recent turmoil triggered by the escalating foreclosure crisis, it should not be a surprise to discover that there are endless variations on the ways various real estate business agents, owners and managers implement their email and [social networking strategies](#). The multi-national chain corporations have committed massive resources to their online marketing communications; yet a number of the smaller and more local real estate businesses have not been involved in email and social networking marketing to any extent, and may even be bereft of an online presence whatsoever. This particular factor is shown through the analysis of email newsletter subscription list sizes, which vary from just a handful in the case of the strictly local companies to the hundreds of thousands or millions for the national corporate chain operators.

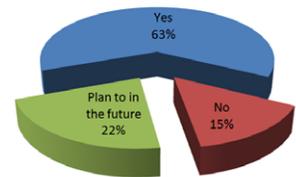
## ► Real Estate Business Email Marketing Statistics

A considerable number of studies conducted by major industry sources were the basis for the following graphs. The data was analyzed in conjunction with the answers from North American real estate business owners and managers.

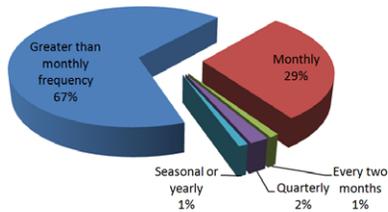
### Real Estate Businesses that Engage in Email Marketing

The results of this survey find that the majority of real estate businesses are currently involved in [email marketing](#) with an Engage in Email Campaigns response level of 63% Yes; 15% No; and 22% Plan to in the future. It is interesting to note that the relatively small percentage of real estate business owners and managers who have replied that they are not currently involved in email marketing and do not have any plans to do so in the future seem to run counter to the overall trend in real estate business, which is to focus predominantly on online sources of communications and promotions. These are the types of approaches that have borne considerable fruit for the majority of real estate businesses that engage heavily in securing their buying and selling leads from the online ecosystem.

Engage In Email Campaigns



Send Frequency



### Real Estate Business Sending Frequency

Real estate businesses are heavy senders of email newsletter content, with a Send Frequency statistic of 67% Greater than monthly frequency; 29% Monthly; 1% Every two months; 2% Quarterly; and 1% Seasonal or yearly. Given that fully 96% of all real estate businesses engage in at least a monthly frequency for their periodical email newsletters, and fully two thirds publish on a greater than monthly frequency, with some as often as twice a week, it is obvious that real estate businesses have learned that email newsletter campaigns are one of their

most effective and prized promotional strategies.

### Real Estate Business Content Type

The considerable majority of nearly seven out of ten [real estate business newsletters](#) contain content that is a blend of both information and sales. The statistics are: Content Type: 12% Informational only; 69% Informational + Sales; and 19% Sales only. Real estate professionals understand the value of providing information that is not necessarily commingled with sales promotion as the features and characteristics of some properties are enough to sell themselves as long as they are adequately promoted through proper and appropriate email marketing means.

Content Type



Subscriber Source



### How Real Estate Businesses Obtain Email Subscribers

Real estate professionals obtain their email subscribers through a variety of sources as borne out by the figures: Subscriber Sources: 31% Current Clients; 7% Promotional result subscribers; 53% Web derived subscribers; 8% Purchased & Supplied Leads; and 1% Public Promotional Events. The 31% of current clients is among the lowest of any industry sector, while the majority

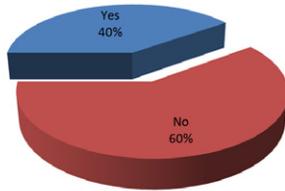
of subscribers being derived from internet contact constitutes one of the highest percentages to be found in any industry sector. This statistic vividly demonstrates how reliant real estate companies are on obtaining both buying and selling leads directly from online sources.

## Typical Real Estate Business Email Subscriber List Size

The list size of between 3,000 and 5,000 seems to be the most frequently found range when analyzing subscriber numbers for real estate businesses. The statistics show that 9% of lists are less than 500; 11% 500-1,000; 16% 1,000-3,000; 44% 3,000-5,000; and 20% are over 5,000. It must be noted at this juncture that the 20% of subscription lists that are over 5,000 individual email addresses represent not only local agents but also national companies, some of which may have several million entries on their subscription lists.



### Segmentation



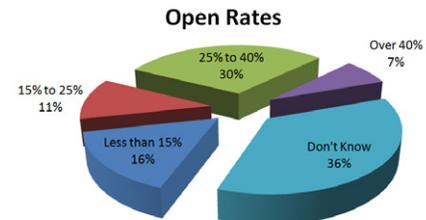
## Real Estate Business List Segments

Given that real estate businesses rely so strongly on email marketing, the figures for segmentation are disappointing: 40% Yes and 60% No. It seems that three out of every five companies still insist on creating just a single set of email content and delivering it to both buyers and sellers, as well as leads at every stage of their life cycle, demographic breakdown, geographical location, and behavior patterns on the real estate business's website. This lack of segmentation should be rectified so that real estate companies may garner the considerable benefits that segmentation and delivery of specifically targeted

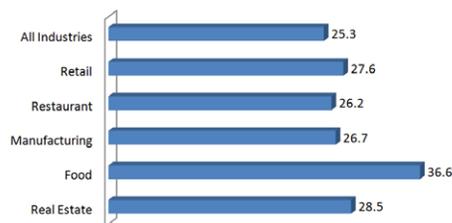
content can have on overall real estate closing and sales levels.

## Email Open Rates for Real Estate Business Campaigns

The Open Rates statistics are quite surprising, not necessarily in the percentages of opens, which adhere closely to accepted sector standards, but by the more than two thirds (36%) of all real estate business owners and managers who claim to have no knowledge whatsoever as to what their open rates are on their email campaigns. The statistics speak for themselves: "Less than 15%" equals 16% of the total; "15-25%" equals 11% of the total; "25-40%" is 30%; "over 40%" comprises 7% of the whole; and the shocking Don't Know represents fully 36% of all real estate companies.



### Industry Open Rates



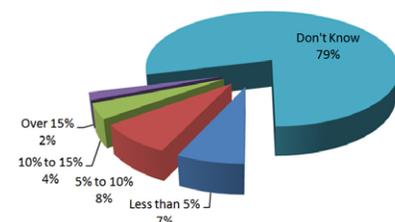
## Versus Industry Open Rates

Real Estate falls comfortably in the approximate median among all industries with an Industry Open Rate of 28.5%; which compares rather well with 36.6% Food; 26.7% Manufacturing; 26.2% Restaurant; 27.6% Retail; and the overall average of 25.3% for All Industries.

## Real Estate Business Subscriber Click-Through Rates

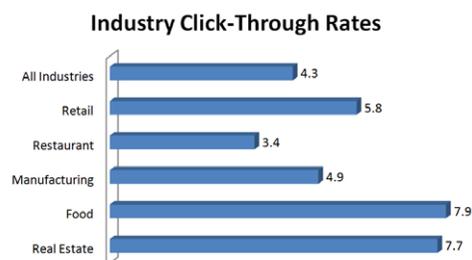
It seems very difficult to believe that nearly four out of every five real estate businesses fail when it comes to quoting their critical and important [click-through rates](#) for their email marketing campaigns. 7% are "Less than 5%"; 8% are "5-10%"; 4% are "10-15%"; 2% are "Over 15%"; and the nearly inconceivable "Don't Know" is 79% of the total.

### Click-Through Rates



## Versus Industry Click-Through Rates

Although it is based on the statements from only a bare 21% of all company managers and owners who engage in email marketing, the click-through rates for real estate businesses seem to be at the higher end of the overall sector averages and just a bit below one of the historically better performing sectors in click-through metrics: Food.



## ► Real Estate Industry Discussion

Real estate businesses are essentially marketing companies. Unlike many other industry sectors where there is a physical, tangible product that is produced and distributed, the real estate sector relies on providing services to clients to sell property between themselves. Only in extremely rare occasions will a real estate company actually own the asset that it is selling. Given the fact that real estate is a marketing business, and combining that reality with the remarkable advantages of reach and impact—as well as superlative ROI that only email marketing can provide, it is not surprising that 85% of all real estate businesses are either currently engaging their buying and selling clients through the power of email marketing or intending to do so in the near future.

Email marketing should act as the core of your company’s overall online promotional strategy, which must include social networking sites such as Facebook and Twitter. By harmonizing and synchronizing the various internet visibility opportunities available to you, you will engage your clients on a wide variety of online platforms and ensure that your company draws the lion’s share of the vast and lucrative business that is awaiting out in cyberspace.



The various types and aspects of promotional campaigns that can be integrated as a part of your real estate email marketing strategy are limited only by your imagination.

**Link to Your Blog** - You can tie in your [email newsletter](#) content to your blog in order to provide additional valuable information to your clients. Use the newsletter as a tease to get your subscriber to click through to your blog to increase your traffic and further inform your clientele.

**Open House Events** – Provide an online open house invitation via your email messaging to inform your buying clients of a highlighted property and list the most attractive selling points, including photos and perhaps even an audiovisual presentation like a 360 tour.



**Neighborhood Reports** – Focus on up and coming neighborhoods and communities within your sales territory that may be well kept secrets or “the next hot thing.” Your clients will appreciate obtaining emailed insights based on your experience that they can profit from.

**Home Improvement Tips** – Prior to placing any property for sale, there are countless activities that can improve the curb appeal and the internal allure of a home that can be done quickly, easily and at low cost. Inform your selling clients how they can maximize the value of their property in your email newsletter and earn their loyalty and confidence.

**FAQs** – You have been asked the same questions over and over, so why not place them in a Frequently Asked Questions section that you send out as an integral part of your email newsletter?

**Associates** – You have nurtured relationships with the best local home inspectors, carpenters, plumbers, electricians, contractors, movers, lawyers, accountants, and other specialized professionals, so share these contacts with your subscribers through your email marketing, promoting them as a team that stands ready to assist them in every aspect of their real estate transactions.



**Events** – Your real estate company is continually having special events, fundraisers, and other community service occasions, so inform your clients about them through your email newsletter and provide them a special VIP elite pass to various areas or presentations. They’ll get free hot dogs and you’ll get their business.

**Finance** – Obtaining a mortgage has never been more difficult, so your buying clients will appreciate learning in your email newsletter about your lending partners who will be more sympathetic than their banker and will work with them to secure the best mortgage terms for their desired property and credit/income condition.

**Closing** – A closing can be a time of anxiety for first time buyers, so explaining in your email newsletter the process all the way from title insurance to escrow will ease their minds and build trust that you will be with them at every step of the way to assist them through what can be a prolonged and confusing period.

Tuning the content of your [email campaigns](#) to suit the specifics of your office location, your sales territory, and your particular client profiles is critical to achieving success in any real estate business's email marketing program. One of the preferred ways to achieve this level of refinement is to focus on your subscriber list's segmentation. By sectioning up your list's various individual entries according to geographic, demographic, and behavior based segments, you will be able to create extremely targeted content that addresses the requirements and preferences of every section of your client base to a far greater extent.

It is remarkable that three out of every five real estate businesses engaging their clients through email marketing fail to segment their lists at all. They send out exactly the same email newsletter to both sellers and buyers, completely ignoring the fact that these two groups see real estate transactions in a completely different light. The ways to segment your list are effectively endless. You can identify first time buyers in your list and they will require much more basic information than seasoned buyers or even real estate investors. Similarly with sellers, they will vary according to the type and price of property that they have for sale, as well as many other factors that dictate what type of email marketing content is most appropriate for what they are seeking from a real estate company. Once you have identified the actual segments that exist in your subscription list you can proceed to determine and implement the most appropriate incentive rewards for your call to action.

The more engaged and active individual clients you have on your subscription list, the more solid leads will develop and the more property you will sell. Growing your list should be a primary concern and a significant amount of your time and effort should be dedicated to adding new clients to your subscriber base.

It goes without saying that email addresses must be collected by first obtaining formal and unequivocal permission from the client to be placed on your email subscription list. Maintaining your email address gathering procedures firmly on a purely ethical and legal standing will ensure that your list will continue to grow and allow for the important segmentation activities that will drive lead generation and fulfillment of both buying and selling clients, as well as boost the bottom line of your business.

## ▶ Real Estate Business Email Marketing Goals

An email newsletter campaign that is expertly designed to meet the full requirements of your specific real estate business, as well as the personal preferences of the owner, manager, or agent, can be expected to provide these types of results:

### Short Term Goals

- Acquisition of new buying and selling clients
- Customer participation in additional events & occurrences
- Extension of online presence & authority
- Location loyalty



- Location recognition
- Same quarter sales & closings
- Word of mouth

## Long Term Goals

- Expansion of customer base
- Gaining competitive advantage
- Higher traffic for a broader range of products and services
- Loyalty to the business shown by repeated listings
- Online authority translating to sector market leadership
- Local & regional media visibility
- Year on year sales & closings



## ► Implementation

Email marketing for real estate is considerably different from the traditional types of advertising that are placed in conventional media (magazines, newspapers, radio, television, and Yellow Page ads). One of the most significant differences is how Federal and State law is generally applied to email marketing as opposed to conventional advertising. Email marketing is more severely regulated than the traditional media formats and the manner whereby real estate businesses may interact with their email newsletter subscribers is precisely dictated.

## ► Compliance

It is a fairly conventional policy for real estate businesses to garner personal information from their customers through business card drop boxes, signup sheets, or a range of different methods. Federal law dictates that this information about your customers cannot be entered into your subscription email list unless clear and unequivocal permission to do so was previously obtained from the customer. Violation of this law is a serious crime, and it is one that any real estate business owner or manager should avoid at all costs.

## ► CAN-SPAM Violations Have Severe Consequences

The [CAN-SPAM Act](#) in the United States controls email marketing in the country and it indicates exactly how all businesses have to deal with their subscribers. The CAN-SPAM Act is known as an “opt out” form of law as it dictates the terms that all email marketers must follow with any customer’s solicitation to be taken off the subscription list. This action must be taken irrevocably and instantly following their very first request. Failure to obey with this law can leave the real estate business owner, manager, or agent open to the chance of severe punishments imposed by the courts including fines in the thousands of dollars for each event as well as prolonged imprisonment.



## ► Facilitate Unsubscribing

United States federal rules determine that as an email newsletter provider you have to supply all your subscribers with a fast and easy to follow pathway to delete their email addresses from your subscription lists. Failing to act on a solicitation from a subscriber to be dumped is deemed a violation of the CAN-SPAM Act. Each and every one of your email marketing newsletter messages has to include an effectual and prominently visible unsubscribe link.

## ▶ Control Bouncing Emails

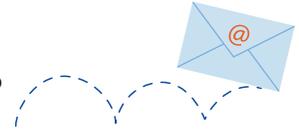
When you send out an email, one of three occurrences can result:

- **Success:** The email is transferred as intended.
- **Soft Bounce:** The email was deferred owing to an issue outside of the consigner's sphere of influence, such as network bottlenecks or a full inbox that can no longer receive incoming messages.
- **Hard Bounce:** The email can't be transferred since the email address is void or has been obstructed in some way.

In both bouncing cases you will get an emailed communication from the online function known as the Mailer Daemon that will notify you of the justifications for the bouncing email.

A soft bounce is outside your chance to regulate it, but you should nonetheless take steps to set it right, maybe by communicating with your client by any other means attainable to you.

If the bounce is actually a hard one, then it is distinctly your responsibility as you should be informed of the status of your recipients' addresses before sending out your email marketing communications. If you insist on resending to an email address that has already been distinctly pointed out to you as being a hard bouncing one, the ISPs that path traffic along the web will not falter for a second to set you on a spammer's **blacklist**. If that particular step is taken you will discover that it becomes effectively impossible to send out any emails at all, regardless of whether they are company business, email marketing newsletters, or even private communications to friends or family.



## ▶ Privacy Policy

A large number of company proprietors and managers think that the act of merely duplicating a rival's privacy policy and entering it on their own website word-for-word supplies sufficient protection against liabilities. That is emphatically not the case as this action only creates duplicate copy that is harmful to the elevated search engine rankings you currently have but could also open your company up to sanctions under the law. Your company attorney should plan a thorough and completely customized privacy policy that is uniquely created to fit the precise activities your company undertakes online.

## ▶ Segment Your Subscription List

Segmentation is a critical element in the email marketing processes applied by any real estate company. Segmentation is the main process suggested by business specialists to concentrate on, which caters your content specifically to the demographic, geographic, and behavioral attributes of your clients. The primary justification for this emphasis is that segmentation is an essential procedure that allows you profound insight into the specific characteristics that the clients of your real estate business possess, and how they differ noticeably from one another.



## ▶ Test Your Email Content

Experienced email marketers are well informed of the requirements to engage in uninterrupted testing on their email campaign content. One of the most common data examinations is called an A/B split test. This type of testing entails essentially identical newsletters being sent out to a specific section of the subscription list with just a single individual component substituted, such as the **preheader**, the subject line, a picture, or the location of a link. By correlating how these two distinct newsletters accomplish the task of generating satisfactory email metrics, you can acquire valid intuition in to what your real estate company clients are replying to in order to persist in the refinement of your content through further testing events.

## ▶ Obtaining Personal Data from Your Customer

Just like the vast majority of the populace, most of your customers would prefer not to disclose private data unless they think it is justifiably required. This privacy necessity for the customer has to be equated against your requirement for large-scale demographic information that you could utilize to enhance your segmentation processes. Offering inducements such as particular discounts, specific proposals, or invitations to elite VIP events to your clients in trade for their basic demographic info such as age, gender, and a bit of data on their consumer favorites, can assist you in obtaining this important segmentation information.



## ▶ Analyze Your Customer's Behavior Patterns

Open and click-through rates are the most critical and essential metrics that can indicate the extent of your subscribers' conduct toward your real estate company that they exhibit when they get your email marketing communications. Some subscribers display a rather obstinate tendency of declining to open your emails at all. Continuing to send emails to these email addresses is basically a squandered send. Pruning these names from your subscriber list is strongly recommended as repeated email sends are not apt to change their tendencies. Many other prospects open and read your emails but nearly always fall short to pursue with a click-through. It is suggested that these clients should be retained on your subscription list as the fact is that they are reading your newsletters. This behavior is of clear value to your business as it generally equates to a future promise of engagement with your real estate company, perhaps by telephoning your business for information or just stopping by. The customers who both read and click through to your website's pages are distinctly the most desirable prospects from an online promotion standpoint and should be appreciated above all other subscribers. Your marketing procedures should be geared toward supplying this category of customers the highest level of assistance, incentives, and unique consideration.

## ▶ Good Email Practice

Your email marketing campaigns have to integrate good email practices in order to arrange to maintain the utmost efficiencies, lessen client criticisms, and stand to produce a positive outcome on your company's profit base line. Subject lines, From lines, and preheaders should be carefully concocted; varying mobile and computer display capabilities must be acknowledged in your email template; and you have to supply a variety of differing [landing pages](#) that consist of specific targeted content that is suitable to coordinate with your segmentation and A/B split testing procedures.



## ▶ Email Metrics

The statistics at the heart of this informational report divulge that more than one third or 36% of all real estate company proprietors and managers were not informed of their click-through rate, and nearly four out of every five or 79% were not able to adequately quote their open rate. This lack of knowledge of the key metrics that shape the performance foundation of any online promotional campaign has to be rectified, as without a clear view on how the email campaign is developing it becomes impossible to hone it to its finest efficacy.

## ▶ Spam Flagging & Purchased Email Lists

The real estate business is extremely competitive and every realtor has to work hard to maintain their visibility, prominence, and clientele. From the renter of the tiny studio apartment all the way to the owner of the largest and most luxurious mansion, the requirement for housing is universal. Everyone has to live somewhere, so at the most basic level real estate can be considered the ultimate horizontal industry with appeal to every adult on Earth. While more specialized industries both on the B2B and B2C departments target primarily the individuals who are in the market for their specific

wares, real estate can target everyone. The determination of whether leads are in the specific market niche is not as critical in real estate as in more vertical industries. Given these necessities, it is not surprising that the purchase or rental of email address lists is more widespread among real estate professionals than in virtually any other sector.

A Google search for real estate email lists produces over 200 million results. There are countless lists available for sale or rent to suit every segment and every geographical location. Without exception each of these lists should be considered pure real estate poison. Any real estate professional who has compiled a legitimate list of email addresses for their own purposes has created a valuable asset. These prospects can be regularly approached to build relationships and develop listings and sales. They have received permission from each of the individuals to send them emails at predetermined intervals from that specific brand.



When a list such as this is sold, the relationship is immediately and irrevocably ruined. Even if you are buying a list from the same geographical location as your own market territory, the problem remains that X Real Estate received permission for the sends and now the prospects are receiving emails from Y Real Estate. That represents a violation of the permission agreement. Another factor is the question as to why X Real Estate is selling their list to a competitor at all. Have they already mercilessly email-blasted the recipients to the point where they have unsubscribed en masse?

The **U.S. CAN-SPAM Act** is an opt-out form of legislation, which essentially means that you can send anything to anyone but you have to take them off your list once they demand it. When you buy a list you have no certain way of knowing who has opted-out already. Sending emails to those addresses can result in complaints directly to Federal authorities. Convictions under the Act can be devastating to anyone as they are accompanied by heavy fines and prolonged prison terms.



Even if the government does not get involved, you will be facing obstacles with your email reputation. Traffic routing ISPs take careful note of individual IPs that resend mail to blocked and non-existent email addresses: a primary feature of almost all purchased email lists. Along with the hard bouncing dead addresses come the dreaded “spam honeypots.” These are addresses set up exclusively to serve as traps for unsuspecting emailers. When these innocuous-looking email addresses find their way onto a real estate list they immediately flag the ISPs that the sender is working from an email list that they did not properly accumulate. There is no easy way around these honeypot traps, as Project Honey Pot states that there are currently 65,961,000 Trap Addresses Monitored (out of a Trap Monitoring Capability of 543,660,000,000).



The provision of services by **Benchmark Email** is always contingent on the ethical and fully licit propriety of all aspects of list gathering. Benchmark Email meticulously protects its online reputation in order to ensure elevated levels of deliverability to its various clients. Therefore it must carefully review the applications of all businesses, including real estate companies, to ensure that all list subscribers are legitimately garnered.

## ▶ **Benchmark as Your Real Estate Company's Email Marketing Concierge**

### **Thoroughly Refresh Your Email Marketing Strategy**

When your real estate company relies on the famed business experts at Benchmark Email to reach out to your clients you may rest assured that you are achieving your online promoting targets at an exceptionally rapid rate. Benchmark Email is well known as one of the world's primary email marketing service providers and is relied on by over 73,000 business and private customers. Benchmark Email is justifiably proud of its years of background in providing for the preferences and requirements of the proprietors and managers of real estate companies. It is this vast experience that

empowers Benchmark Email to offer a [Real Estate Email Marketing Solution](#) that applies the most effectual plans in the email marketing business in order to guarantee that your email and social media are successfully incorporated into an integrated and encompassing promotional strategy.

## ▶ **Select to Have Benchmark Email's Top Marketing Experts Do the Work for You**

The experienced real estate proprietor or manager knows precisely when and how to entrust work to employees who have amply proven their commitment, understanding, and abilities. In a similar style you might select to subcontract the complete procedure of your email marketing to the savvy online promotional experts at Benchmark Email. Your real estate company could partake of the [We Do It for You Full Service Email Marketing](#) process, that is a coherent set of services where the expert online messaging and promotional specialists at Benchmark Email accomplish all the services of your own in-house email and social media promoting crew. To take full advantage of these highly advanced services all you need to do is supply your email marketing subscriber lists along with a notification of the main components you desire to concentrate on in your campaign. The expert professional Benchmark Email online messaging concierges will instantly get to work in evolving, accumulating, applying, and completely managing every aspect of the promotional campaign for your real estate company.



Campaigns



Subscribers



Feedback



Professional

## ▶ **Industry Standard Features**

Whether you arrive at the decision that Benchmark Email's coherent and effectual Do It Yourself program or the completely inclusive We Do It for You service is the most precise fit for your real estate company, you could extract a wealth of advantages:

**Advanced Message Scheduling** - Your online messages might be established to proceed outwards at any time you select, on any day and time that is believed to be the most propitious through your comprehension of your clients' favorite schedules. By integrating a set of highly advanced [autoresponders](#), Benchmark Email provides you with the capabilities to create an agenda from a sequence of countdown timing facilities. These timers could be set up to be sparked by specific events such as the day of the first payment, the client's birthdate, the restoration dates, or any other anniversary date.

**Comprehensive Video Integration** - Benchmark Email supplies a thoroughly modern [email video](#) procedure that permits running times of any extent to propose the fullest magnitude of your company's offers, items, and services. This video process is able to incorporate academic and entertaining content while keeping large file sizes at a minimal level.

**Contact List Management** - As the capacity of your subscriber and contact lists continue to develop, it becomes an ever more intricate job to keep every email address up to date and validated. Benchmark Email's subscription and [contact list administration](#) abilities assist you in the task of sectioning, separating, and analyzing your subscriber lists in their entirety so that you can recognize customer category classes based on a pattern of behavior, gender, and age itemizations.

**Creating & Focusing Campaigns** - The expert specialists at Benchmark Email will create your finalized email marketing campaign to guarantee that your promotional plan is managed in the most professional manner available anywhere.

**Delivery Assurance** - Benchmark Email has been cooperating with the major world-wide ISPs for years in order to supply an unequalled [delivery facility](#) to its thousands of customers. Your real estate company will be profoundly advantaged by Benchmark Email's entirely trustworthy conveyance assertions due to the unflinching attachment of the highest level of best practice in the email service provision business as well as the application of comprehensive anti-spam attributes.

**Expertise & Technology** - The technological infrastructure that was designed by Benchmark Email is of the highest level of capability in the email business and permits for any format of email including HTML, video, or even just ordinary text types to be reliably and coherently sent.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's email tracking reports provide an easily and simply comprehensible pictorial representation of all your [email campaign metrics](#). Each information set is also clarified in basic, simple language without resorting to complex lingo.



**High Volume Plans** - If your company's subscriber list surpasses the level of one hundred thousand email addresses, Benchmark Email can provide a dedicated server plan to make your large scale sends fast, easy, and efficacious.

**Polls & Surveys** - Benchmark Email is famed for its advanced methodologies used to create a customized variety of client participation poll and survey forms. These forms permit you to adjust your campaign precisely according to the data supplied by your company's clients.

**Social Media Tools** - Benchmark Email is in a position to act as an advocate for your overall online communication strategy through the main social networking locations of Twitter and Facebook in order to get the highest total of "Shares" and "Likes." These accomplishments have the advantageous result of engaging the social networking crowd in the colloquial methods that are favored on those popular online rostrums.

**Templates** - The highly skilled programming, technical arts, promotion, and content specialists at Benchmark Email supply hundreds of finely evolved and distinctly effectual [email templates](#) to incorporate any type of graphical art or video that you favor. If you have exceptionally specific necessities for your email newsletter templates, a custom template can be engineered for your fully exclusive utilization.

## ▶ **Discover How Your Real Estate Business Can Profit from Benchmark Email's Services**

Benchmark Email's Do It Yourself package is a powerful, able, and comprehensive assistance service, while the We Do It for You service incorporates each effectual facet of email campaigns through assigning the complete task to Benchmark Email's expert promotional specialists. Regardless of which email marketing assistance package you choose, your real estate company will be assured of obtaining the most elevated base line outcomes possible.



Email marketing is the primary outreach medium applied by real estate businesses across North America and around the world. There are no other means that even remotely approach the cost efficiencies and extensive visibility promotion that

is integral in a well designed, managed, and executed email marketing newsletter campaign to solicit both buyers and sellers. With online means of communication taking the lion's share of real estate promotions, email marketing remains at the core of the entire marketing structure for real estate, providing exceptional ROI while delivering the precise information required by your clients when they need it. Email marketing is the bedrock of this century's real estate achievements and the future will continue to bring clients to your properties through Benchmark Email's targeted full service packages of email marketing.

## ▶ **About Benchmark Email**

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## **CONTACT US**

### ▶ **Contact Benchmark Email**

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)