

JESSE EBNER

Weekly Email

From Open Rate to Closed Deals

JESSE EBNER

Weekly Email

From Open Rate to Closed Deals

Table of Contents

- By The Numbers 04
- Why Email 05
- Jesse’s Approach 06
- Background 07
- Philosophy 08
- Structure 09
- Process 11
- Jesse’s Toolkit 12
- 3 Things You Can Do Now 19
- 6 Things Ashley Will Do Moving Forward 20
- Ashley On Coaching 21

JESSE EBNER / WEEKLY EMAIL

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

Monthly Cost of Production (videographer):

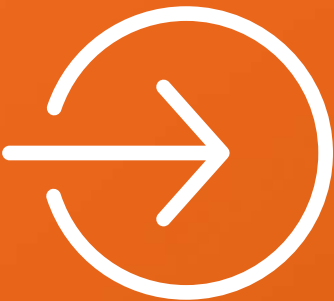
\$1,500-\$2,000

JESSE EBNER / WEEKLY EMAIL

Why EMAIL?

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

JESSE EBNER / WEEKLY EMAIL



“The Playbook”
Jesse’s **APPROACH**

JESSE EBNER / WEEKLY EMAIL

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.

JESSE EBNER / WEEKLY EMAIL



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.

JESSE EBNER / WEEKLY EMAIL



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.

JESSE EBNER / WEEKLY EMAIL



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.

JESSE EBNER / WEEKLY EMAIL





“The Playbook”
Jesse’s **TOOLKIT**

JESSE EBNER / WEEKLY EMAIL

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

JESSE EBNER / WEEKLY EMAIL

URL	Total clicks	Unique clicks
https://youtu.be/OpOygd55ep4	47 (33.6%)	39 (33.1%)
https://jesseebner.com/homes-for-sale-featured/	15 (10.7%)	14 (11.9%)
https://www.trailheadkids.org/education/summer-programs/	11 (7.9%)	5 (4.2%)
https://harmels.com	9 (6.4%)	6 (5.1%)
https://www.skicb.com/explore-the-resort/activities-and-events/kids-summer-prog...	9 (6.4%)	9 (7.6%)
http://mtcbmusic.com	9 (6.4%)	9 (7.6%)
http://cren.paragonrels.com/publink/default.aspx?GUID=489a4ee4-ccb4-4343-a1a2...	7 (5.0%)	6 (5.1%)
https://taylorparkmarina.com/rentals/#boats	7 (5.0%)	7 (5.9%)
https://bit.ly/3xCjQZ5	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 Opened	83 Clicked	2 Bounced	2 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

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%"

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



JESSE EBNER / WEEKLY EMAIL

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

Jesse's TOOLKIT

Subscribe Post Icon Translate RSS Fe



SIGNATURE PROPERTIES
EBNER & ASSOCIATES



Should I Sell My House Off Market?

[Should You Sell Your House Off Market? Click Here to Subscribe to my Channel](#)

Friends,

Did you know that you can [purchase real estate with your IRA?](#) Yes, you need that right with the ups and downs of the stock market, it might be something for you to consider. You can buy, sell or flip real estate without losing your tax-deferred status. Then, your investment gains will grow tax-free and can be withdrawn tax-free, as well. Of course, there is a catch. You can't use the property for your personal enjoyment or use at all. This has to be purely an investment property. It is a great option if you're looking to diversify and hedge against inflation. If you're curious about learning more, let me know and I will connect you with my expert advisor on this topic. If you don't have an IRA or aren't interested in using it for a purchase, there are still so many ways to invest in real estate that you may not be considering. It is one of the best ways for you to build wealth!

There is a lot of talk about a market shift and the truth is, we are normalizing. Let's take in the second half of 2020 and all of 2021 were a bit of an anomaly. The good news is that we are still way ahead of 2019. In fact, the year-to-date sales volume is up 120% in 2022 compared to 2019. If we compare year-to-date numbers with 2021, we are down 34% in total sales volume from Almond to Mt. Crested Butte. It should be noted that the average sales price is continuing to climb and there is a 23% increase this year compared to 2022. Not only is the market normalizing, life is getting back to normal. Companies are bringing employees back to the office and the days of remote working are over for many. In addition, kids are back in school and their regular summer programs. At this time being said, we are still going to have a banner year in real estate and home prices are going to continue to rise (unless the stars believe so it is still a great time to buy or sell property). Just remember, normal is good!

You know I am a huge supporter of Adaptive Sports so I just wanted to remind you that they are still looking for [sponsors for the Crested Butte Docs](#) this summer. They are sold out of tables for the Gala but there are some great ways to be involved. There are a few spots left for the golf tournament, if you like golf, this is one of my favorite events of the summer! They will have some amazing auction items and all the money raised in this event helps them run their annual operations.

Have a great weekend!

Market Update

May 1st-June 3rd
Crested Butte
Almond to Mt. Crested Butte

Number Sold: 32
Total Dollar Volume: \$25,412,700
Median Sales Price: \$420,500
Average Sales Price: \$1,106,646
Lowest Sale: \$122,500 (27 Acres in Almond)
Highest Sale: \$8,792,000 (Single Family Home and Guest House in Rural Crested Butte)

[Learn More](#)

Under Contract: May 1st-June 3rd
Almond to Mt. Crested Butte

Number Pending: 32
Total Dollar Volume: \$43,867,500
Median Listing Price: \$825,000
Average Listing Price: \$1,329,257
Lowest Price: \$70,000 (Mobile Home with No Land in Almond)
Highest Price: \$8,100,000 (Single Family Home in Aperfure)

[Learn More](#)

May 1st - June 3rd
Gunnison
Gunnison

Number Sold: 24
Total Dollar Volume: \$16,811,525
Median Sales Price: \$471,500
Average Sales Price: \$702,482
Lowest Sale: \$25,000 (Mobile Home, No Land in Gunnison)
Highest Sale: \$3,600,000 (30,000SF Hotel in Gunnison)

[Learn More](#)

Under Contract May 1st - June 3rd
Gunnison

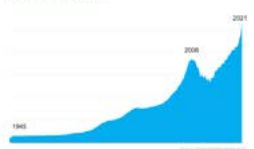
Number Under Contract: 28
Total Dollar Volume: \$23,079,000
Median Listing Price: \$875,000
Average Listing Price: \$923,140
Lowest Price: \$115,000 (.87 Acre Homesite in Rural Gunnison)
Highest Price: \$5,700,000 (904 Acre Working Ranch with Running Water)

[Learn More](#)

*Sales Data from CREW MLS and includes all types of properties. Land, commercial and residential. Not all sales were not necessarily processed by Signature Properties, Ebner & Associates and are only included in those local market feeds in the area.

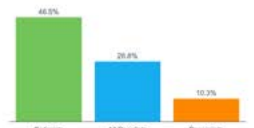
Home Price Appreciation Since WWII

Historical Housing Market Data



Cumulative House Appreciation by 2026

As Forecast in Q1, 2022



If you buy a home today for \$1,000,000, it could be worth \$1,268,000 by 2026. With 20% down, your \$200,000 investment would gain exponentially. That's what that number would look like in 20-25 years!



How Homeownership Impacts You

BROKERAGE DUTIES

THE HOLY KEYS



In This Episode of 'The Holy Keys', Jesse and I are discussing brokerage duties and what is required by the Colorado Real Estate Commission.



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

Jesse Ebner, Owner/Broker
Signature Properties, Ebner & Associates
206 Elk Avenue
Crested Butte, CO
www.JesseEbner.com
Jesse@JesseEbner.com
970-401-2922 cell
970-713-2000 office



Signature Properties Ebner & Associates

Jesse Ebner, Broker/Owner
206 Elk Avenue
Crested Butte, CO 81224
970-713-2000 Office
970-401-2922 Cell
www.JesseEbner.com

Copyright © Signature Properties Ebner & Associates. All rights reserved.
Want to change how you receive these emails?
You can usually find unsubscribe links at the bottom of each email.

JESSE EBNER / WEEKLY EMAIL

Jesse's TOOLKIT

JESSE EBNER / WEEKLY EMAIL

Subscribe Post Issues Translate RSS Fe



SIGNATURE PROPERTIES
EBNER & ASSOCIATES



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

Friends

CSMR is opening tomorrow for lift served adventures and mountain biking/hiking! The Red Lady and Silver Queen lifts will be running daily to shuttle you up to your favorite on 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 ride Red Lady and hike back down to the Umbrella Bar for Happy Hour! [Mountain Magic is happening again this week on Wednesday evenings starting 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 Camp, CO](#) 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 Troutman Children's 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 Ridge, Shadow #700](#) - [Hike at Hartsels 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 riverside restaurant.
[The Tables with Eliot at Elmer](#) - Spend Dad on a private fishing trip with my friend Eliot, he will be sure to land some incredible fish!
[Buck & Dossert at Taylor Park, Maconia](#) - My friends Ryan and Jennifer are the owners and have revamped the marina, there is something for everyone!
[Golfed this with Colorado Back Country Guides](#) - It can be scary 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:
 8 Properties Sold for a Total of \$2,022,770
 8 Properties Went Under Contract for a Total of \$4,373,000
 21 New Listings for a Total of \$18,650,000




Luxury Homes Are in High Demand



[Why The Growing Number of Homes For Sale is Good For Your Move Up](#)



Should you hire a marketing agent or a listing agent when you decide to sell your property? In this episode of the Holm The Keys Podcast, Jess and I are talking about the differences and why it matters who you hire to represent you in the sale of your property in Crested Butte. [Listen to the Episode Today!](#)





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

★★★★★


"She made a very difficult situation easy from day 1. Was 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, Owner/Broker
Signature Properties Ebner & Associates
328 Elk Avenue
Crested Butte, CO
www.JesseEbner.com
jess@jesseebner.com
970-901-2622 cell
970-713-2000 office





Jesse Ebner, Broker/Owner
328 Elk Avenue
Crested Butte, CO 81224
970-901-2622 Cell
970-713-2000 Office
www.jesseebner.com

Copyright © Signature Properties Ebner & Associates. All rights reserved.
 Want to change how you receive these emails?
 You can update your preferences or unsubscribe here.

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.

JESSE EBNER / WEEKLY EMAIL



6 Things Jesse will do **MOVING FORWARD**

01

More videos and add another email per week.

02

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

03

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

04

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

05

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

06

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

JESSE ON COACHING



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

JESSE EBNER / WEEKLY EMAIL