



EMAIL MARKETING

TEAM Initiated E-mail Marketing Guidelines

1. Listings that are not “active” will not be promoted by email blast (e-blast); Listings must have a current listing agreement.

2. New listings (@\$200k+) will automatically be inserted into the e-blast calendar, unless the listing associate(s) specifies otherwise.

3. Listings priced under \$200,000 will not be promoted by email after an initial “New Listing” e-blast.

3. Listings will be e-blasted from either platform (FGCAR, LoopNet) no more often than once per month. (Or less frequently depending on the overall number of listings). Only Premium Exposure LoopNet listings can be e-blasted.

4. No more than 4 email blasts will be sent from each platform (FGCAR, LoopNet) each day, for a total of 8 messages.

5. In choosing the mix of properties that are promoted by e-blast in a single day, characteristics such as property type, lease vs. sale, price, location, and listing agent will be considered to achieve a broad sampling of offered properties.

6. A price change warrants a 1-time insertion into the e-blast calendar, if the same property was not e-blasted within the last 7-10 days. (These will not be counted toward the 8-message daily maximum.)

7. The e-blast calendar will focus on a 3-month rotation.



8. Listing associates are in no way discouraged from undertaking their own email promotion campaigns. TEAM is able to help in developing, formatting and uploading an associate’s contact database, in addition to offering initial guidance on best practices, choosing templates and setting up an email campaign in e-blast applications such as Constant Contact, and other (possibly) other subscription services.



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