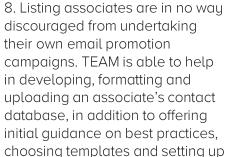


## EMAIL MARKETING

## 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.



an email campaign in e-blast applications such as Constant Contact, and other (possibly) other subscription services.



