

Broadcast Email Cheat Sheet

Real.Estate – real.estate@vrbes.org.

This list sends mail concerning real estate information to subscribed members.

Subject line is as follows:

Topic – Area - Building/Subdivision (where applicable)

TOPIC

- **New Listing** – Emails can be sent if active within the last 2 weeks.
- **Price Change** – Emails can be sent if the price changed within the last 2 weeks.
- **Need** – Searching for a specific property. Can be sent 1x week
- **Incentive** – Client incentives, credits, bonuses to purchase or to broker. Emails can only be sent 1 time per week.
- **Vacant** – A property that is often rented or owner occupied and will be available to show. Emails can only be sent 1 time per week.
- **Back On The Market** – The property was under contract, withdrawn or cancelled within the last 2 weeks. Email can only be sent 1 time per week for only 2 weeks.
- **New Media/Photos**-Emails can be sent if there is new media (virtual tour/aerial videos) and/or new photos uploaded in the MLS. Any new media changes must be substantial in nature. New photos include seasonal photo change out. Emails can be sent 1 time per week for 2 weeks, of the new media/photos being uploaded to the Vail MLS.

Samples:

- New Listing - Vail Village - Solaris
- Incentive - Gypsum: Cotton Ranch
- Price Change – Commercial – Avon – Avon Center
- Incentive – Partial – BC- St. James (optional property type sample)

OPEN.HOUSE – OPEN.HOUSE@VVRBES.ORG.

This list sends emails regarding open houses to all subscribed members.

Only properties that are currently listed as Active within the VMLS may be promoted through the Open House email list.

Subject Line Topics

- **Broker Tour** – Organized broker tour with 2 or more listings
- **Public** – One or more open houses from one member
- **Save The Date** – To communicate an upcoming Broker Tour/Open House

Subject line is as follows:

Topic – Area - Building/Subdivision (where applicable)

Sample:

- Public - Eagle Ranch - Aiden's Meadow
- Broker Tour – Vail Village

Please be mindful of sending multiple announcements for the same Broker Tour/Open House so members can easily search.

NEW.BUILD- NEW.BUILD@VBRBES.ORG

This list sends mail concerning New Construction Projects, New Developments and Remodels.

Multiple Lots in the same area should be sent through this list. Do not send a separate email for each lot/unit for sale.

TOPIC:

- **New Construction-** -Emails can be sent once a month. Once the residence is completed, the residence is no longer considered “new construction” and the once a month emails are no longer allowed.
- **New Development-** new developments being built in The Vail Valley. Emails can be sent per development 2x a month – first half and second half of the month. This category will include project updates for developments. No individual emails for each property in the development

RENTAL.INFORMATION - RENTAL.INFORMATION@VBRBES.ORG

This list sends mail concerning rental information to subscribed members.

TOPIC

- **Long Term Need** – Searching for longer term rentals, generally for months or more. Typical for a year lease.
- **Short Term Need** – Searching for rentals less than 30 days.
- **Long Term Available** – Offering longer term rentals, generally for months or more. Typical for a year lease.
- **Short Term Available** – Rentals less than 30 days.

Subject line is as follows:

Topic – Area - Building/Subdivision (where applicable)

Sample:

Short Term Need - Lionshead

Long Term Available – Avon

GENERAL.NEWS - GENERAL.NEWS@VBRBES.ORG

This list sends emails concerning general news to subscribed members. Notices in this list include anything that does not fit into the other lists.

Members of the broadcast email service are free to solicit inquiries for related services such as plumbers, home repair services, etc. as long as the inquiry is stated as an open-ended question. For instance, members may inquire, “Does anyone know of a reliable plumber”?

Only affiliate members are allowed to promote their business. Members may not proactively advertise the services of a non-member individual or business.

Sponsored Events – Only brokerages/affiliates are allowed to send out announcements for events that they are sponsoring. Brokerage/affiliate business name and/or logo needs to be on the flyer for the sponsored event.

“Help Wanted/Job Openings”- shall only be sent out through General News. The help wanted/job openings have to be real estate related.

FOR.SALE – FOR.SALE@VBRBES.ORG

This list sends emails concerning non-real estate items for sale to all subscribed members.

*Please include **“need”** or **“available”** and the item in the **subject line**.

OPEN.FORUM – OPEN.FORUM@VBRBES.ORG

This list sends mail concerning discussion items such as political opinions, community discussions, etc. To post to the list, send email to

GENERAL RULES- ALL GROUPS

- “For Sale by Owner” and “Pocket Listings” are expressly prohibited. If the real estate broker has already been notified with a courtesy warning regarding advertising a property without a valid listing agreement the \$1,000.00 fine will be assessed without warning, if advertised through the broadcast email service
- The posting of an improperly categorized message shall be considered a violation of VBR and MLS policy.
- “Reply All” is prohibited
- “FW” is prohibited in all subject lines.

First offense: Member will receive notice via replay email from the VBR Staff.

Second offense (within 6 months of 1st warning): 2 weeks suspension from the BES

Third offense (within 6 months of 1st warning): 1 month suspension from BES