

# Broadcast Email Cheat Sheet

## Real Estate

[Real.Estate@vbrbes.org](mailto:Real.Estate@vbrbes.org)

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

### Subject line is as follows:

Topic – Property Type/Property Subtype (Optional) - Area – Building/Subdivision

### Subject Line Topics:

- **New Listing**-Emails can be sent if active within the past 2 weeks.
- **Price Change**-Emails can be sent if the price changed within the past 2 weeks.
- **Need**-Searching for a specific property.
- **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- **Back on the Market**-The property was under contract, withdrawn or cancelled within the past 2 weeks. Email can only be sent 1 time per week for 2 weeks from the date it was put back on the market.
- **Not in the MLS**-Within the past 2 weeks. Email can be sent 1 time per week. The property must have an active listing agreement. See Vail MLS Rules and Regulations Section 9.3: Enforcement.
- **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 Media/Photos**-Emails can be sent if there is new media (virtual tour/aerial videos) and/or new photos uploaded in the MLS. 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.

### Subject Line Samples:

- New Listing - Vail Village – Solaris
- Back on the Market – Commercial – Avon – Avon Center
- Need – Single Family – Eagle Ranch

## Open House

[Open.house@vbrbes.org](mailto:Open.house@vbrbes.org)

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

### 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 as follows:**

Topic – Area – Building/Subdivision (where applicable)

**Subject Line Samples:**

- Public – Eagle Ranch – Aiden's Meadow
- Public – Winners Announced

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

## Rental Information

[Rental.information@vbrbes.org](mailto:Rental.information@vbrbes.org)

This list sends email concerning rental information to subscribed members.

**Subject Line Topics**

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

**Subject Line as follows:**

Topic – Area – Building/Subdivision (where applicable)

**Subject Line Samples:**

Short term need – Lionshead

Long term need – Avon

## General News

[General.news@vbrbes.org](mailto: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 service, 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 on 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](mailto:For.sale@vbrbes.org)

Please include "need" or "available" and the item in the subject line.

## **Open Forum**

[Open.forum@vbrbes.org](mailto:Open.forum@vbrbes.org)

All Groups -

"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 1<sup>st</sup> warning: 2 weeks suspension from the BES

Third offense – within 6 months of 1<sup>st</sup> warning: 1 month suspension from BES