

## *The FlexMLS Bulk E-mail System Rules*

### NOTICE

**If you are considering sending a Bulk E-mail and the subject matter is not specifically addressed below, check with the Association Executive Officer or MLS Director prior to sending it out or it may result in a fine. If you have a general announcement or information that you believe is important for the membership to know, contact the Association Executive Officer to determine the appropriate method of disseminating such information. The Association staff may broadcast such information for you without violating the rules. The MLS Rules and Regulations including fines for violations, are incorporated herein in their entirety.**

### INPUT PROCEDURE

Open the email function in Flex. Select a subject line from the drop down menu provided. You can add information such as address, bedrooms, baths, price, etc. to the subject on the second line (which is blank) provided. Highlight the preprinted instructions in the message body and type your message in place of the preprinted info. Add listing number, links etc. Send the message.

### ACCEPTABLE USES – if not included here it is unacceptable

All Association generated and/or sanctioned e-mails (meaning email generated by Association staff); such as but not limited to, classes, meeting information, agent seminars, announcements, etc. are acceptable in the Bulk E-mail system.

Announcing a new listing **THAT HAS BEEN INPUT IN THE MLS** is acceptable. Be sure to include address, price, beds and baths, if residential or residential income.

**Double check your e-mail before sending.** Be sure all of the pertinent information has been included. Second e-mails on the same property tend to be annoying to agents, even if important information was omitted in the first e-mail.

Status or price changes of listings that are **in the MLS** are acceptable. Subsequent e-mails on the same property should be kept to a minimum.

Infrequent (every couple of weeks) e-mail marketing of a listing is acceptable, but the listing must be **in the MLS**.

Buyer property-needs are acceptable. Include as much information as you can in the e-mail so that agents can get a sense of whether they can help you out or not.

Rental Haves & Needs are also acceptable. Include as much information as possible to be meaningful.

Requesting information about property-related trades is acceptable, such as; painter, electrician, home stager, gardener, etc. Advertising for these trades is not acceptable – see below.

### UNACCEPTABLE USES – by way of example, include but are not limited to:

Advertising property that is not Coming Soon, Active or Pending in the MLS is not acceptable and may result in a penalty fee. The only exception to this rule is Rental property.

Advertising for property related services is not acceptable. You may have a favorite contractor, tile setter, gardener, etc., but **DO NOT advertise** for them in the bulk email system. If someone asks about a reference for these services over the system (which is permissible) then by all means respond to them directly with your references.

Advertising for non-real property related services or items such as cars, boats, employees, assistants, artwork, nannies, swing sets, pool tables, etc. is not permitted. Use the Bulletin Board in Flex for these types of advertisements.

Do not use the Bulk E-mail system to advertise or reference a posting on the Bulletin Board in Flex.