

## Changes to Email Occurring Due to Enhanced SPAM Features

### A Note Regarding the Email Contact's Email Address

Email addresses are verified to ensure that emails are wanted before they are sent through the Matrix system. This is done through a feedback loop process that checks to see if the email recipient has marked Matrix email as spam or if the email recipient has selected any of the unsubscribe options. This process helps prevent MRIS from being blacklisted by Internet Service Providers (ISP) and improves our email deliverability.

### Receiving the initial Opt-in auto email

Opening the link to the listings in the initial auto email will result in the recipient being opted in to receiving future updates for that auto email. If the email recipient never opens the first auto email they will not receive subsequent auto emails.

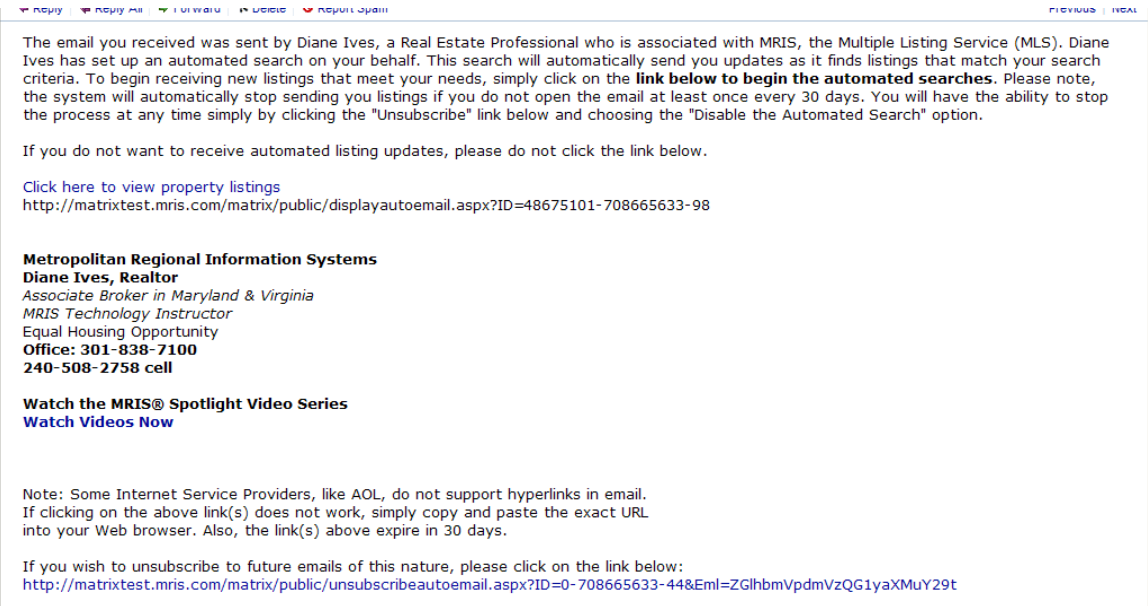
The opt-in message will state:

"The email you received was sent by [Agent Name], a Real Estate Professional who is associated with MRIS, the Multiple Listing Service (MLS). [Agent Name] has set up an automated search on your behalf. This search will automatically send you updates as it finds listings that match your search criteria. To begin receiving new listings that meet your needs, simply click on the **link below to begin the automated searches**. Please note, the system will automatically stop sending you listings if you do not open the email at least once every 30 days. You will have the ability to stop the process at any time simply by clicking the "Unsubscribe" link below and choosing the "Disable the Automated Search" option.

If you do not want to receive automated listing updates, please do not click the link below."

Subsequent auto email will utilize the senders' Subject and Body from the Saved Search.

### **The initial "opt in" email is shown below.**



The email you received was sent by Diane Ives, a Real Estate Professional who is associated with MRIS, the Multiple Listing Service (MLS). Diane Ives has set up an automated search on your behalf. This search will automatically send you updates as it finds listings that match your search criteria. To begin receiving new listings that meet your needs, simply click on the **link below to begin the automated searches**. Please note, the system will automatically stop sending you listings if you do not open the email at least once every 30 days. You will have the ability to stop the process at any time simply by clicking the "Unsubscribe" link below and choosing the "Disable the Automated Search" option.

If you do not want to receive automated listing updates, please do not click the link below.

[Click here to view property listings](http://matrixtest.mris.com/matrix/public/displayautoemail.aspx?ID=48675101-708665633-98)  
<http://matrixtest.mris.com/matrix/public/displayautoemail.aspx?ID=48675101-708665633-98>

**Metropolitan Regional Information Systems**  
**Diane Ives, Realtor**  
Associate Broker in Maryland & Virginia  
MRIS Technology Instructor  
Equal Housing Opportunity  
Office: 301-838-7100  
240-508-2758 cell

**Watch the MRIS® Spotlight Video Series**  
[Watch Videos Now](#)

Note: Some Internet Service Providers, like AOL, do not support hyperlinks in email. If clicking on the above link(s) does not work, simply copy and paste the exact URL into your Web browser. Also, the link(s) above expire in 30 days.

If you wish to unsubscribe to future emails of this nature, please click on the link below:  
<http://matrixtest.mris.com/matrix/public/unsubscribeautoemail.aspx?ID=0-708665633-44&Eml=ZGIhbmVpdmVzQG1yaXMuY29t>

## Enable Auto Email

- To enable a new Auto Email, save the search criteria by clicking the Save button. Then click the Enable Auto Email button. An email set up screen will appear.
- Fill in the Subject field. Not entering a subject will cause Matrix to disallow the search to be saved. (See the word **Subject** in red just above the Save button indicating no Subject has been typed in the Subject field).
- Type your message or leave it blank. If it is blank, a default message will be filled in for you. Choose the frequency for email updates and click Save.

Message:

Check Spelling [English](#)

**Schedule**

	<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM	<input checked="" type="checkbox"/> AM <input type="checkbox"/> PM
<input checked="" type="radio"/> Daily	<input type="button" value="No AM"/> <input type="button" value="All PM"/> <input type="button" value="Clear"/>						

ASAP Emails are sent as soon as possible.

Monthly Emails are sent on the first of the month at midnight.

**Subject**

## Enable Auto Email from an Existing Search

### My Matrix

This is the start page of your own personal area in Matrix. From here you can view your watched listings, access your saved searches and market updates, view your listings inventory and manage your contacts.

#### [Watched Listings](#)

Number of Watched Listings: 15

#### [Saved/Automatic Searches](#)

Number of Saved/Automatic Searches: 9

- Click the My Matrix Tab, Saved/Automatic Searches.
- Find the Saved Search that you wish to Enable to Auto Email and click Settings.
- Click the Enable Auto Email button.

- radius search around arlington metro stops**  
[Settings](#) · [Revise](#) · [Full Search](#) · [Date Since](#) · [See Criteria](#) · [Market Update](#)  
 Residential search last run on 3/9/2009 11:00:15 AM
- rockville test**  
[Settings](#) · [Revise](#) · [Full Search](#) · [Date Since](#) · [See Criteria](#) · [Market Update](#)  
 Residential search saved for **Daisy Duck** last run on 7/16/2009 7:14:12 AM

Search Name:

Description (optional):

Primary Email Contact:  [Create a New Contact](#)

Enable as Hot Search on Home tab (15 maximum)

Fill in the Subject line. Fill in the message if desired. Choose the frequency for email updates and click Save.

Message:

[Check Spelling English](#)

**Schedule**

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> AM
<input type="checkbox"/> PM	<input type="checkbox"/> PM	<input type="checkbox"/> PM	<input type="checkbox"/> PM	<input type="checkbox"/> PM	<input type="checkbox"/> PM	<input type="checkbox"/> PM	<input type="checkbox"/> PM
<input type="button" value="No AM"/>		<input type="button" value="All PM"/>		<input type="button" value="Clear"/>			

**Daily**

**ASAP** Emails are sent as soon as possible.
   
 **Monthly** Emails are sent on the first of the month at midnight.

**Subject**

**Email Received**

The recipient will receive email from the email address you have on file with MRIS. To verify this is the email address you wanted to use, log into [www.mris.com](http://www.mris.com) and click on My Account. The field called Public Email will display the email address you currently have on file.

When the recipient opens the email, two links will be visible. Click the first link to view the listings. Click the link at the bottom of the page to see unsubscribe options.

Click the following URL to see the listing:

<http://matrixtest.mris.com/Matrix/Public/Email.aspx?ID=30556708665>

If you wish to unsubscribe to future emails of this nature, please click on the link below:

<http://matrixtest.mris.com/Matrix/Public/UnsubscribeDirectEmail.aspx?ID=30556708665-1&Eml=ZGhbmVpdmVzQG1yaXMuY29t>


Matrix offers recipients of email sent from Matrix, the ability to unsubscribe from receiving future Matrix email.


The Unsubscribe email text will state "If you wish to unsubscribe to future emails of this nature, please click on the link below. If the recipient clicks the unsubscribe link, they will be directed to the "unsubscribe" webpage.

## Unsubscribe/Spam

### Unsubscribe

All emails sent through Matrix have an unsubscribe link that leads to a page allowing recipients the ability to unsubscribe from receiving Matrix emails. [Manual emails have the following options:](#)

 Unsubscribe from listing emails sent through the Multiple Listing Service



Your email address:  
**dianeives@mrjs.com**

- Disable the listings for Layhill Road automated search setup for you by Diane Ives. [Details](#)
- Unsubscribe from ALL future Multiple Listing Service (MLS) emails from Diane Ives. [Details](#)
- Unsubscribe from all future Matrix emails from ANY real estate professional sent through the MLS [Details](#)

- **Unsubscribe from a specific real estate professional.**
  - This is used when the recipient believes they are receiving unrequested email from a specific real estate professional. This automatically happens when your email was **Marked as Spam** by the recipient. If they unsubscribe or mark you as

spam, this will block only the specific real estate professional from sending additional email to that recipient.

- **Unsubscribe from the entire MLS.**
  - This is used when the recipient believes they are receiving unrequested email and are not interested in receiving future real estate related email through the multiple listing systems (MLS) from any real estate professional. This will block all **real estate professionals** from sending additional email through the multiple listing systems (MLS) to that email address.
  - Auto Email will have a third option; **Disable a specific auto email**. This is used when the recipient no longer wishes to receive updates or wants to adjust the search criteria for a specific auto email. The agent can re-enable this auto email at their discretion. (This option is not visible in the above screen shot and will only appear on Automatic Email).

### **Agent unsubscribing from themselves or marking themselves as spam**

**Agents can unsubscribe from themselves** or even **mark their own email as Spam** by mistake. This has serious consequences to our ability to prevent being blacklisted and their business. Agents who unsubscribe from the entire MLS or mark their email as Spam cannot send or receive email through Matrix and all of their auto emails are disabled. To correct the issue agents will need to send a blank email to [OptIn@mtxmsg.mris.com](mailto:OptIn@mtxmsg.mris.com) and re-enable their auto emails.

#### **Agent notification**

In all cases, if your email was unsubscribed to, marked as spam or even disabled, the agent will be sent an email notification from Matrix letting them know what happened and what to do to assist their client if they unsubscribed by mistake.

### **This is not Junk/Spam**

In cases where a recipient has marked an email as spam through their email provider (such as AOL, MSN or Hotmail), simply re-subscribing might not be enough. Their email provider may need to be notified that they want to receive emails through the MLS. The links below provide specific email help regarding what to do.

#### **ISP Specific Help**

AOL (AOL Browser/Mail Toolbar):

<http://help.aol.com/help/microsites/microsite.do?cmd=displayKCPopup&docType=kc&externalId=219050>

AOL Webmail:

<http://help.aol.com/help/microsites/microsite.do?cmd=displayKCPopup&docType=kc&externalId=220979>

MSN/Hotmail/Live:

[http://help.live.com/Help.aspx?market=en-US&project=MailClassic&querytype=topic&query=WL\\_Mail\\_PROC\\_BlockEmail.htm](http://help.live.com/Help.aspx?market=en-US&project=MailClassic&querytype=topic&query=WL_Mail_PROC_BlockEmail.htm)

Yahoo Classic:

<http://help.yahoo.com/l/us/yahoo/mail/classic/abuse/>

Yahoo New:

<http://help.yahoo.com/l/us/yahoo/mail/yahoomail/abuse/>

### **Re-Subscribe (opt in)**

To re-subscribe and allow **Matrix** emails to be delivered again a recipient simply needs to send an email to [OptIn@mtxmsg.mris.com](mailto:OptIn@mtxmsg.mris.com) from the email address they unsubscribed from. Re-subscribing will remove all blocks assigned to that recipient and allow the recipient to receive email through Matrix again. This email can be blank, no subject or body text required.

## **Glossary of Terms Regarding SPAM**

**US CAN-SPAM Act** - A law adopted on January 1<sup>st</sup>, 2004, that establishes requirements for those who send email with primary purpose of advertising or promoting a commercial product or service.

**Blacklist** - Blacklists are lists of known spammers, which contain their IP addresses, and/or their ISP (Internet Service Provider). Such information helps spam filters block all messages coming from known spammers and/or their ISPs.

**False Positives** - Email that is labeled as spam by a spam filter of the recipient, while not being spam.

**Feedback loop (Spam complaint)** - The process by which the email client (ISP) of the receiver forwards complaints of emails marked as spam by recipients for removal by the sender.

**Opt-in** - The action of agreeing to receive emails from a particular company, group of companies or associated companies, confirmed by subscribing to an email list.

**Opt-out** - A mailing list which transmits emails to people who have not subscribed and lets them ?opt-out? from the list. Sometimes it is used to confirm that such emailing address is valid for further spamming it.

**Mailer-daemon** - Software in a mail server responsible for message delivery. When you get a MAILER-DAEMON@whatevercompany.com message in your inbox, the server at that company is informing you that it is returning your message because of some failure.