

WorthWhileWeb

REQUIRED BY LAW

The CAN-SPAM Act of 2003 requires all commercial e-mails to contain:

- A legitimate return e-mail and physical postal address.

- A clear and conspicuous notice of the recipient's opportunity to "opt-out" or decline to receive any future messages.

- A mechanism that may be used or an e-mail address (active for at least 30 days after message transmission) to which a recipient may send a message requesting not to receive any future e-mail messages from the sender.

- Clear and conspicuous notice that the message is an advertisement or solicitation (the letters ADV must appear at the beginning of the subject field).

- Clear notice in subject heading if messages include pornographic or sexual content.

- A statement that the mailing is a reoccurring or a one-time mailing that the client has requested to receive. This statement should include the recipient's e-mail address.

You must also "wash your list." Before sending your mass mailing, you must ensure that your distribution list does not contain any e-mail addresses that are found on your company's Do-Not-Spam list.

GWCAR SETS SUGGESTED GUIDELINES TO CUT DOWN ON UNWANTED E-MAIL

While it's almost impossible to get rid of all junk e-mail, we think we can help reduce the amount of deceptive, large, time-consuming e-mail messages you open on a daily basis thinking it's a worthwhile business-related offering.

GWCAR announces a set of **strongly suggested** guidelines every commercial broker in the Washington metro region should follow. As WDCAR & GWCAR published the *Standard Method of Measurement* years ago, consider this the "**Standard Method of E-mail Communications.**"

When sending marketing e-mails, try to limit the recipient count to no more than 250. Mail gateways scan for mass mailings and flags these mail messages as spam. Some gateways also scan for chain mail or mass mailing subjects ("Forward this" or "E-mail this" etc.). Every company sets these properties differently, but keeping your number of message recipients at or below our standards should have them delivered successfully.

Use links whenever possible.

Instead of embedding images in e-mails, messages should include links to Web sites as to the brochure, floorplan, picture, etc.

Make sure all images that are in the e-mail are between 72 to 98 dpi (dots per inch). Images do not need to be any higher for electronic viewing. This cuts down on the file size dramatically. Also, when possible and when necessary, making the image bigger and setting it to a lower quality setting makes it a smaller file.

Message size should be under 1MB.

If necessary, maximum of three attachments to a message.

Prohibit outright solicitations for non-real estate related events (i.e., solicitation for charity funds through the real estate community).

Utilize the ADV sign in the subject line. People who are in a hurry are more likely to read a message marked "ADV" at a later date if it seems relevant to them. Rather, if it arrives in their inbox, seems important and turns out to be an advertisement, they are likely to delete it and future e-mails from your address... or worse you can end up on their spam filter list.

IN ORDER TO MAKE SURE THIS HAPPENS, GWCAR INTRODUCES TransACT

GWCAR membership=Less junk e-mail, more business opportunities

Beginning in September, GWCAR will setup an e-mail listserv exclusively for its members.

Messages sent via this listserv, called **TransACT**, will adhere to all the above Federal Communications Commission (FCC) regulations as well as the new GWCAR suggested "Standard Method of E-mail Communications."

This will serve as a vehicle for exchange of property information, advice, leads, etc.

Here's how it will work:

1. You will receive information in September on how to subscribe to TransACT and complete a very short subscription process.

2. Once subscribed, you may send

real estate-related messages to the listserv address (example: xxx@gwcar.org).

3. GWCAR's computer systems will verify that all messages are sent by GWCAR members in good standing and quickly scan messages to make sure they adhere to all of the

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