

## GENERAL INFORMATION & SUGGESTED WORDING FOR YOUR EMAIL NEWSLETTER(S)

The information in this document will facilitate setting up your email newsletter set up and what to expect with each issue. Because email newsletters are an electronic format, it is imperative that you understand the process and the importance of complying with the Can-Spam Act. Therefore, we ask you to read and follow all the steps in this documentation and respond in a timely manner.

We emailed the following documents to you as well. Read this information before completing these documents.

- Client Email Newsletter Contract
- Can-Spam Act Agreement
- Email Newsletter Setup Form

### Step 1 – Send signed contract and addendum ASAP

- **As soon as possible, read, complete, and remit** the signed Client Email Newsletter Contract, the Can-Spam Act Addendum, and the Client Information Form.
- Please remit the signed documents by email or fax. If you have questions on the contract or addendum, email [jstorms@landlordsource.com](mailto:jstorms@landlordsource.com) or call Jean Storms, (916) 408-4400
- **IMPORTANT:** The setup process will NOT begin until LandlordSource receives the above forms.
  - LandlordSource will send a reminder email ten (10) days from the contract date to send the signed documents and information.
  - If still not received, LandlordSource will send a cancellation notice of the Email Newsletter an email notice twenty (20) days from the transaction date
  - If canceled, LandlordSource will remit the amount paid less a \$50 transaction fee.

### Step 2 – The Client Information Form

- After remitting the signed Contract and Addendum, fill out the Client Information Form as completely as possible.
- Save the Client Information Form and attach to an email to [jstorms@landlordsource.com](mailto:jstorms@landlordsource.com). It is important that you email this document – do NOT fax.
- Complete the Client Information Form as accurately and completely as possible to facilitate your email newsletter.
- Remember when filling out the form to mark the information you want in your email newsletter – this information will show on the side of your email next to the article information.
- If you do not want information included, do not fill it in.
- If you have questions on the form, email [jstorms@landlordsource.com](mailto:jstorms@landlordsource.com).

### Step 3 – Send company logo and artwork

- Review the specific formats needed for artwork below.
  - Acceptable artwork formats: jpg, tiff, and gif
  - Unacceptable formats: a logo shown on a Microsoft Word® document; art on your website; artwork displayed on a PDF.
  - If you have questions on this, email [jstorms@landlordsource.com](mailto:jstorms@landlordsource.com) or call Jean Storms, (916) 408-4400.
- Company Logo
  - To display your logo on your newsletter, we need you to attach your logo to an email to [jstorms@landlordsource.com](mailto:jstorms@landlordsource.com) in one of the acceptable formats above.
  - The LandlordSource Managed for You Newsletter Program does not create logos.
- Additional artwork:
  - If you wish to have another photo or clipart, attach to an email and send.
  - The LandlordSource Managed for You Newsletter Program does not research or purchase other graphics. Therefore, if you have other graphics you want included, please attach them to an email, and send. We will advise you if they are adaptable to your email newsletter design.

### Step 4 – Send Email Contact List

Put together your contact list (email addresses) for your landlord, tenant, or agent newsletter. Send a separate list for each newsletter format – one list for landlords, one list for tenants, and one list for agents.

- You need to have first name, last name, and email address. It can also be helpful to have some type of unique code for identification (like the ID code you have assigned to the client in your property management software)
- Check it carefully for accuracy. If the email address is incorrect, the client will not receive it, it will “bounce.”
- It should be in a spreadsheet (such as Excel) or comma delimited file (.csv). Your bookkeeping software or Outlook should export to these types of formats.
- Unacceptable formats: Microsoft Word® or PDF documents – the contacts cannot be “extracted” from this type of document.
- If you do not have prior permission to send regular email to the people on your list, you need to obtain permission. Usually owners and tenants are safe because of the contractual agreement. Marketing contacts, such as agents, must have prior permission. Remember that your company will be liable if you violate the Can-Spam Act.
- LandlordSource will protect these lists and there will be no distribution to other parties.

### Notifications

LandlordSource schedules all notifications electronically and will be the same for each month unless otherwise notified by LandlordSource, Jean Storms, or Dee Allomong. We do not do customized scheduling.

- Send a request for updates from Client on the 1<sup>st</sup> of each month with a update deadline of the 10<sup>th</sup> of each month
- Send a reminder for Client on the eighth (8<sup>th</sup>) of the issue month if the Client has not sent an update.
- Prepare and send a proof for each issue by the twentieth (20<sup>th</sup>) of the issue month with a request for changes by the twenty-fifth (25<sup>th</sup>) of the issue month.
- Make any necessary changes supplied by the Client by the 25<sup>th</sup> of the issue month
- Issue the newsletter to the Client’s contacts on the distribution date in the issue month, which is in the General Information Form and updated with each yearly subscription.

### Scheduled email newsletter dates for 2010

These dates are set up electronically and scheduled on Tuesdays since this creates the most success for delivery. It is imperative that you submit changes to all proofs as quickly as possible.

You must contract and pay for email newsletter subscriptions a minimum of 30 days in advance of the **email shipping date**. Example – to have a May 2010 issue, you must contract for a subscription by April 1, 2010. This is because of the time necessary for the design of the email newsletter.

Email shipping date	Newsletter Issue
March 30, 2010	April 2010
April 27, 2010	May 2010
May 25, 2010	June 2010
June 29, 2010	July 2010
July 27, 2010	August 2010
August 31, 2010	September 2010
September 28, 2010	October 2010
October 26, 2010	November 2010
November 30, 2010	December 2010
December 28, 2010	January 2010

**Here are suggestions for obtaining permission** and setting up your clientele for your new email newsletter.

- Send out a broadcast email or regular mail letter to your landlord, tenant, or agent contacts – this is legal.
  - For owners, send an email letting them know that you have a new service.
  - For tenants, send an email letting them know that you have a new service.
  - For marketing contacts/agents, you need to “ask permission.”
- When they send you permission, form a list of contacts (see step 4) to forward to LandlordSource –Managed for You Email Newsletters.
- You need permission from them that you maintain in an electronic or paper file in the event there is a problem.
- Remember that you are liable under the Can-Spam act if someone reports you to a government authority and there are penalties. The chance of someone doing this is rare, but you want to protect yourself
- If in the next 30 days if you do not hear from them, you may want to send them another email. Remember, if they are not responding, it probably means they do not want it and you do not want the liability.
- If you attend agent meetings or conferences, it is wise to carry a permission list with you and sign them up.
- It is advisable to put this in your management contract and rental agreements.

**Here is *suggested* wording for a Landlord Email or regular mail letter**

**Subject Line:** Important news from (Your Company Name) - PLEASE REPLY

**Message:**

Dear (First Name):

As your property management company, we want to keep you informed. As part of our continuing service, we have developed an email newsletter to keep investors informed about the Property Management Industry. Our goal is always to provide the best management services to our clients.

We hope you will enjoy this publication it will be start (first issue date) and you will receive it (monthly, quarterly) .If you do not wish to receive this email newsletter, you can use the unsubscribe link and we guarantee you will be removed immediately.

If you have any questions, please email [info@yourcompanywebsite.com](mailto:info@yourcompanywebsite.com) and I will be happy to respond.

Sincerely,

Name  
Company Name  
Company Information

**Here is *suggested* wording for a Tenant Email or regular mail letter**

**Subject Line:** Important news from (Your Company Name) - PLEASE REPLY

**Message:**

Dear (First Name):

As your property management company, we want to keep you informed. As part of our continuing service, we have developed an email newsletter to keep residents informed about important issues and announcements regarding our company. Our goal is always to provide the best management services to you.

We hope you will enjoy this publication it will be start (first issue date) and you will receive it (monthly, quarterly) .If you do not wish to receive this email newsletter, you can use the unsubscribe link and we guarantee you will be removed immediately.

If you have any questions, please email [info@yourcompanywebsite.com](mailto:info@yourcompanywebsite.com) and I will be happy to respond.

Sincerely,

Name  
Company Name  
Company Information

**Here is *suggested* wording for Marketing/Agent Email or regular mail letter**

**Subject Line:** Important news from (Your Company Name) - PLEASE REPLY

**Message:**

Dear (First Name):

(Your Company Name) wants to send you a *FREE* monthly publication. We have developed an email newsletter to keep Real Estate agents and Property Owners informed about the Property Management Industry. Our goal is always to provide the best management services to our clients and to your clients when they need it. We always guarantee that we will not compete with your clients.

To receive this monthly email newsletter to you, we need your permission to send it. We are asking you to reply to this email by (list date) so you do not miss the next edition.

If you have any questions, please email [info@yourcompanywebsite.com](mailto:info@yourcompanywebsite.com) and I will be happy to respond. We look forward to hearing from you shortly.

Sincerely,

Name

Company Name

Company Information