

February 7, 2009

Hi All!

I usually try to write tips directly related to our product but this month, I really want to address email communication. Emails are part of our daily lives and a major part of the Real Estate business. Since you are using TrackMy.com you know people use the internet and EMAIL constantly and consistently.

As you can imagine, I receive hundreds of emails each week from real estate agents. Below is a not-so-uncommon email:

From Email Address: somethingodd1234@aol.com ---- email address does not contain agent's name
Subject: (none) ---- no subject
Message: Their is an issue with (content, content, etc..) --- spelling errors, no greeting, no closing

Please don't be offended... most of you are great with your email correspondence.. but PLEASE, if you feel you may be guilty of composing a message similar to the one above, read the below tips.

Greetings and Salutations! Please include a greeting in your emails (notice the *Hi All!* at the top of this email).. It makes your messages more personable and/or professional.. Otherwise you appear to be ordering people instead of addressing them.

I is a college graduate. Be sure to spell check and re-read each email. Each email won't be perfect (spelling, grammar, etc.) – in fact I bet there are a few error in this email that I failed to catch , but not taking the time to proof read what you are sending out can make you appear lazy.

Are you using an email signature ? The signature is found at the bottom of the message (see mine below). You should setup an automatic signature so you don't have to type it each time. Setting it up only takes a few minutes and is REALLY important. If you are using aol, hotmail, or other type of email that does not include your name, people won't know who is sending the message to them until they scroll to the bottom of the message and read your signature.

Can people contact you on the phone if they want to? Include your PHONE NUMBER in the email. Many times the content of the message requires the recipient to pick up the phone and clarify instead of typing a book in a response. Make it easier on your clients so they can get you on the phone quickly; they shouldn't have to look for your card to find all your contact information.

Can people go to your website if they want to?

Does your email contain your website address? What if they check email in the late evening? And they want to get to important information, or they want to look at properties. If you don't have the website address in your signature, then they can't and

you may lose a client! Again, see the bottom of this email and see that my website is there for you ☺

I want to make your internet presence the best it can be. I want you to succeed. If you are interested in more information about email etiquette, please check out these articles:

[Email Replies](http://www.emailreplies.com/) (http://www.emailreplies.com/)

[About Eemail etiquette](http://careerplanning.about.com/od/communication/a/email_etiquette.htm)

(http://careerplanning.about.com/od/communication/a/email_etiquette.htm)

[12 tips – I really like # 8 and #9](http://office.microsoft.com/en-us/outlook/HA012054101033.aspx) (http://office.microsoft.com/en-us/outlook/HA012054101033.aspx)

All my best – more tips next month!

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-"The only thing worse than training people and having them leave the company is not training them and having them stay."