

## Insuring Delivery of real.leads Emails

**real.leads** relies extensively on email transport to communicate customer inquiries, leads, assignments and other important and time critical information to offices and agents. Unfortunately, in response to the ever rising volume of spam, many email service providers are employing increasingly aggressive filter techniques to limit their customers' exposure to undesired email traffic. This can adversely affect the deliverability of real.leads generated email.

As such, both agents and office administrators need to actively monitor and manage email delivery from real.leads to insure that all customer communication flows uninterrupted to the intended recipient.

To assist with this process, office administrators can use a new report available through the real.leads admin tool. The report shows how many emails were sent to each agent, by type, and how many are opened. You can use this information to pinpoint email delivery problems within your office. To run the report, do the following:

1. Sign in to the admin tool that supports your real.leads website.
2. Navigate to the **General :: Reports** folder.
3. Select the **Real Estate Office Email Delivery Summary** report from the selection list.
4. Specify a date range in the **FromDate:** and **ToDate:** fields, and choose "Microsoft Excel Spreadsheet" as the **Format:**. Then choose the **Run Report Now** option.
5. The report may require up to a couple of minutes to prepare, depending on how far back in time you are reporting.
6. Once the report is complete, a **Download Now** option will appear next to the green icon. Click this option.
7. If prompted to **Open** or **Save** the file, select **Open**.
8. The report will open in Microsoft Excel on your computer.

If the report shows unopened emails, it could be the result of any of the following reasons:

1. Agents may not recognize the email and accidentally delete it thinking it is spam.
2. Agents can view the email without actually opening it.
3. Emails may be going to a junk mail or spam folder within the agent's email program.
4. If the agent has a spam program the sender email address may not be on a "white list" or accepted list.
5. The email may be perceived as spam by the email service provider and never attempted to be delivered to the agent.

If you suspect that #3 or #4 above is adversely affecting your organization, the following steps may correct the problem:

1. Sign in to the admin tool that supports your real.leads website.
2. From the home page, click the **View/Edit All Site Settings** link.
3. At the top of the page, in the **Site Email** section, notice the second option. To send all inquiries from donotreply@realleads.net, you can change the setting from "No" to "Yes". By default, offices will continue getting emails directly from consumers unless this setting is changed.
4. For agents, the change can be made directly on the agent detail page. The option is in a new section on the right side of the page titled **Agent Email Settings**. If an agent cannot receive email from real.leads, just like for the office description above, choose the option of **Change emails to send from donotreply@realleads.net** to make this change.

Once these steps are taken, the office admin and/or your agents will start receiving emails from “donotreply@realleads.net (real.leads – Do No Reply)”. They can add realleads.net to their list of approved senders to help these emails get through spam filters. When an office/agent hits replies to this type of email, to send it to the consumer, they will then have to change the Email To field to the consumer’s email address by copying and pasting the email address from the body of the email.

If you have any questions or need additional assistance on this topic, call real.leads customer support at [info@realleads.net](mailto:info@realleads.net) or by calling 1-800-666-7799.

