

RE/MAX Quarterly Newsletter FAQ

What is the RE/MAX Quarterly Newsletter?

The quarterly newsletters are an automated new resource connecting agents to their contacts at no additional cost and with virtually no time spent by the agent. They're a huge win that delivers value to consumers and visibility to participating agents.

How simple is the process?

It couldn't be much easier. In the MAX/Tech powered by BoldTrail CRM, agents select which of their contacts should receive a quarterly newsletter – and note their choices using the hashtag REMAXQuarterly. Each quarter, the selected contacts receive – from the agent's email address – a Keeping Current Matters newsletter branded with the agent's photo and contact info.

What information is included in the newsletters?

The newsletters include market insights, real estate snapshots, homeownership facts and more. They are branded with the agent's contact information and photo.

Where is the service available?

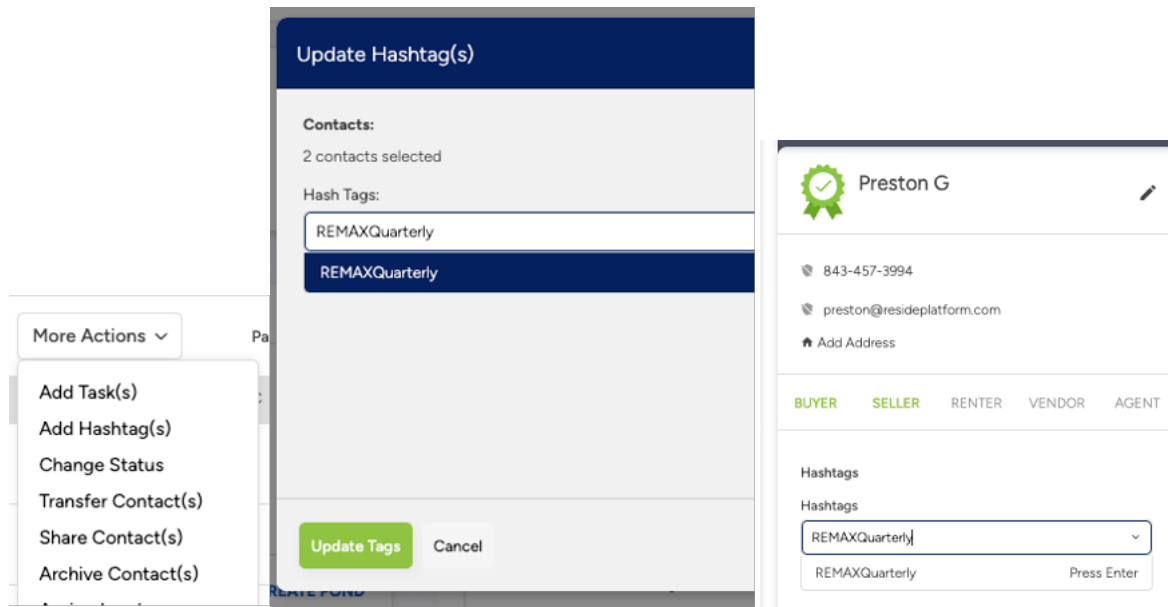
At this time, the newsletters are available only to affiliates in U.S. company-owned regions. Because the service is tied to an agreement between Inside Real Estate and Keeping Current Matters, the service is available only through the MAX/Tech powered by BoldTrail platform.

When will the service start?

The first RE/MAX Quarterly Newsletter will be sent on April 21, with subsequent dates being confirmed.

How can the hashtag be added to a contact?

- Log into CRM in MAX/Tech powered by BoldTrail > select multiple contacts > More Actions > Add Hashtag(s)
- Log into CRM in MAX/Tech powered by BoldTrail > Open a specific Contact Record > Add Hashtag



What if agents miss the automatic Quarterly Newsletter send?

Yes. Agents can go into any of their contacts, choose "send email" and select "RE/MAX Newsletter."

Can the Quarterly Newsletter be previewed before sending out?

Yes. Agents can preview the newsletter by going to a contact with an email address, choosing send email, using the advanced editor and selecting the RE/MAX Newsletter.

Can the newsletter be edited?

If an agent wants to do a one-off send to a contact, the content can be edited by going to a contact with an email address, choosing send email, using the advanced editor and selecting the RE/MAX Newsletter.

When an agent is using the hashtag REMAXQuarterly to send to a larger list, they cannot edit. If they make the manual edits, it will not be reflected in the hashtag REMAXQuarterly send.

The newsletters – either in a manual send or using the hashtag – are branded with an agent's photo and contact information.

Can an agent opt themselves in to receive the Quarterly Newsletter?

Yes! It's recommended that agents add themselves to the CRM so they know what the newsletter looks like and can confirm when it was sent to their contacts. To do this, agents

simply add themselves as a contact in their MAX/Tech powered by BoldTrail CRM, and include the hashtag REMAXQuarterly.