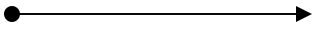


Topics Addressed

Issue with Yahoo!



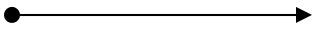
Please Prospect Proactively: Don't Auto Email Without Customer Follow-Up!

Realcomp has become aware of an issue with automatic prospect e-mail updates NOT being delivered by Yahoo! (which provides free e-mail through Yahoo.com, Ymail.com and RocketMail.com).

Yahoo! is randomly deferring and/or refusing to deliver automatic prospect e-mails generated by Realcomp. Although Realcomp has taken the necessary measures to comply with Yahoo's e-mail policies to avoid being tagged as a sender of SPAM (unwanted, unauthorized e-mail), Yahoo continues to inconsistently prevent our automatic e-mail updates from reaching Yahoo! users. **This issue may be affecting you and/or your customers and clients.**

One of the reasons Yahoo! has taken this stance is because of the number of prospects reporting Realcomp's auto-email updates as SPAM. We believe consumers take this action because it is a quick and easy way to discontinue receiving updates they no longer want to receive. **However, this action hurts everyone attempting to use automatic prospect emails through Yahoo!**

Work-around Solutions

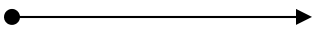


If your customers are using Yahoo! and not receiving the automatic updates, here are some work-around solutions to consider:

- **Ask them for an alternative e-mail address** through another e-mail service. They may want to try Google's Gmail service as they offer free e-mail and do not block our messages; -or-
- **Send your customers their prospect updates manually**—these should go through Yahoo! successfully since they are not part of a mass e-mail.



Good Prospecting Habits for REALTORS®



The proper course of action for a prospect to take when they no longer want auto-updates from you (via Realcomp Online®) IS FOR THEM TO TELL YOU! PLEASE—PLEASE—PLEASE: ASK YOUR CUSTOMERS AND CLIENTS to let you know the minute they no longer want automatic prospect e-mails from you so you can TURN OFF this service for them.

Also **before creating a prospect** to receive automatic updates, we recommend that you **ask your customer how and how often he/she wants them**, again, working to steer them away from Yahoo! Daily updates may be too frequent for some, but we know this is a matter of personal preference. Please use the frequency setting (i.e. daily, weekly, monthly, etc.) in the Prospect module to provide the updates as frequently as each prospect desires.

Additionally, please take proactive measures to clean up your Prospect file every 30 days or so. If you are no longer working with a customer, please deactivate them in the Prospect module to reduce their likelihood of identifying subsequent messages from you as SPAM.

For questions, please contact Realcomp's Customer Care at (866) 553-3430.



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