

## MaryAnn's Computer Corner

### **MLXchange Frequently asked Questions – Emailing listings to clients.**

#### **1.Q: Why must I have a client in MLXchange when emailing properties?**

**A:** You don't need to have the prospect or client stored in MLXchange to send a "manual" email. After clicking on the Email action, select the properties you wish to email, which report to send, and under "Select how recipient(s) will view report", select the **Send Link to Selected Property Reports**>OK. You will need to type in the email address and since the email will not be stored in the client's record, you should check the **Send me a copy of this email** box. When setting up the Prospector (auto notification feature), having the client contact information in the MLXchange client manager is mandatory.

#### **2.Q: When emailing properties from MLXchange what is the difference between Within Agent Web Pages and Send Link to Selected Property Reports?**

**A:**

**1.** The **Within Agent Web Pages** option allows clients to open listings sent within your MLX Web Site in their own Private Client View. They will have options to **View Details**, **Save this Property** as a Favorite or Possibility and **Delete** those they do not like. This option gives your clients the ability "to be part of the Real Estate process", or to be more involved in the process. Since their Private Client View is a page on your web site, they can then access the other pages on your Web Site like **Search for Properties, My Listings, My Office Listings, Contact Me**, etc.

**2.** When manually emailing, choosing the **Send Link to Selected Property Reports** option allows you to email listings if the client information "is" or "is not" in the client manager database. When the recipient receives the email and clicks on the property report view link, the data will be displayed in the report view you selected.

**NOTE:** When setting up the Prospector (auto-notification) there is not a choice for these two options in the set up. To choose how ALL clients will view the properties automatically emailed to them, you must set the default under **Settings> Personalize>E-mailed reports**.

**3. Q:** Is it true that MLXchange will automatically blind copy emails? If so, why is there still a Bcc choice?

**A:** MLXchange allows for mass, automatic blind copy emails by using **Merge Fields** like **Contact's Salutation**. After clicking on the Email action, select the properties you wish to email, which report to send, choose one of the selections under "Select how recipient(s) will view report" and click OK. To the right of the "To:" box, find the "To select clients or members to send this message to, **click here**". Select multiple recipients from the list, click on the "To>" button and click OK (you do NOT need to use the "Bcc:" box). **Select an email template message with the Contact's Salutation merge field** and click send. Even though all email addresses were listed in the "To:" box, when recipients receive the email they will ONLY see "To:" their email address, "From:" your email address, and in the message the merge field [CONTACT'S SALUTATION] will be replaced with **Dear** and their First Name(s). The mass, automatic blind copy email can also be used in the Client Manager to quickly send a mass email to groups of clients. The "Bcc:" box is still there to use if you choose a message without the merge field.

If you have any questions about MLXchange functions or features, please email MaryAnn @ [mbaer@marketlinx.com](mailto:mbaer@marketlinx.com)