

# Expiration of Unread Automatic E-mail Events

Metro MLS is implementing new features that will help agents manage their automatic e-mail events. The new process has the following key parts:

- **Notice to Agent of Unread E-mails** – Each Monday, we’ll be sending out an e-mail to each user with “unread” (never clicked in the last 90 days) automatic e-mail events to let them know their clients are not looking at their e-mails and that action will be needed to continue sending them. The e-mail notice will provide a link to a report in the system (Automatic E-mails page) that will show all the events about to expire and allow the user to extend an event. If the user does not extend an event, it will expire automatically (not delete it). To ease this transition, existing events will be given the full 90-day window before unread events begin to expire.
- **Expiration of Events** – Expiration does not delete the event; it just deactivates (stops sending) it. The user may extend the event even after expiration as outlined below.
- **Extending Events** - If an event is expired or is about to expire, the user may extend the event from the Contact Management page, Contact Summary Report, Saved Searches page, or the Automatic E-mails page.

## *Places to Extend Auto E-mails (a.k.a. Events)*

### Automatic E-Mails Page

The Automatic E-mails page is accessible from the Contacts menu. When you click on Contacts--- Automatic E-mails, a list of your auto e-mails will appear sorted by the name of the Auto E-mail Event. You may change the sort by clicking on any underlined column header. Clicking on the Event Name will bring you to the Edit Event page as it does currently. You can easily delete an auto e-mail from this page by clicking the 'X' in line with the auto e-mail you wish to remove. For events that are expired or expiring, click the 'Extend by 90 days' link to bring that auto e-mail event back to life or extend it for a minimum of 90 days.

Other features on this page allow you to control what information is displayed. Click on the drop-down '**Show Active and Expiring Events**' and you may select to show only Expiring or Expired events.



Clicking the **New** button at the top right will present you with a list of your current saved searches. If a saved search does not exist, click the **New Search** button to start a new search.

The screenshot shows the 'Automatic E-mails' section of a web application. At the top right, there is a 'Show Active and Expiring Events' dropdown and a 'New' button. Below this is a table with the following data:

Auto E-mail Event Name	Attached Contacts	Attached Search	Status	Expiration Date ▲	Last Viewed	Action
Event chuck	Chuck	Brown Deer SF	Expiring	08/27/2010	05/29/2010	Extend by 90 days
Event Angela	Angela	My Douglas County	Active	11/15/2010	08/17/2010	

Below the table, there is a disclaimer: 'Information is supplied by seller and other third parties and has not been verified. Copyright 2010 by Multiple Listing Service, Inc. See [copyright notice](#).' A 'New' dialog box is open in the center, containing a list of saved searches: 'absorption', 'bd', 'butler', 'butler properties', 'Bay View', 'Brown Deer SF', 'Butler SF', 'Butler1 SF', 'chenequa', and 'chenequasf (16 total, 1 new, 9 new since last upda)'. At the bottom of the dialog are 'OK', 'New Search', and 'Cancel' buttons.

## Contact Management

On the Searches/Auto E-mail tab of the Contact, clicking on the '**Extend by 90 days**' link will reactivate an expired automatic e-mail or extend an automatic e-mail set to expire soon. It will be processed that evening, and will be active for a minimum of 90 days. If the e-mail event has already expired, any listings that were not sent during the time period in which the e-mail was expired will need to be sent manually.

The screenshot shows the 'Searches/Auto E-mail' tab of a contact's interface. The top navigation bar includes 'Chuck', 'Searches/Auto E-mail', 'Portal', 'Messages', 'Notes', and 'Links'. The 'Searches' section on the left shows a list with 'Brown Deer SF' and 'Douglas County' selected. Below the list are 'Add', 'Rename', 'Edit', and 'Remove' buttons. The 'View' section shows 'Single Family'. The 'Results' section on the right has a 'View Totals' link and a list of filters: 'View all', 'View new in the last 24 hours', 'View new since 07/17/2010 02:22 PM', and 'Reset time and view new since 07/17/2010 02:22 PM'. The 'Auto E-mail' section shows an event for 'Event chuck' with a message: '- Auto E-mail will expire soon on 08/27/2010 Extend by 90 days' and an email address 'chuck@metromls.com'. Below this is the 'Search Parameters' section, which lists criteria: 'Property type Single-Family; Bedrooms between 3 and 99; County of 'Milwaukee'; Garage Spaces between 2.5 and 3; Garage Type of 'Attached'; Municipality of 'Brown Deer'; Status of 'Active'; Total Bathrooms between 2.5 and 9999.; New results include new listings, back on market, price changes, and reversals.'

## Contact Summary Page

Click on the **'Expired or Expiring Soon'** links to see more information about any automatic e-mail events associated with that contact. Click on the **'Extend by 90 days'** link to reactivate the automatic e-mail to be processed that evening. If the e-mail event has already expired, any listings that were not sent during the time period in which the e-mail was expired will need to be sent manually.

Contact Summary Report										Print	
Prepared Tuesday, August 17, 2010 2:24 PM											
Show Contact Group: -- All Contacts --											
Display Name	Name	E-mail	Sent E-mail			Auto E-mail		New Matches Between	Matches New	Manual Update	
			Auto	Manual	Viewed	Opt	Status				
Angela	Washington-Marshall, Angela	awm050501@yahoo.com	0	0	0	My Douglas County	In	Active	07/01/2010 01:00 AM and 08/01/2010 01:00 AM	0	- Q Update
						Tosa			07/21/2009 04:43 PM and 12/04/2009 04:00 PM	22	- Q Update
beta_portal_on	beta_portal_on	chuck@metromls.com	0	0	0	Milw_port			11/05/2009 08:00 AM and 11/05/2009 12:00 PM	3	- Q Update
betatest	betatest	chuck@metromls.com	0	0	0	milw			11/05/2009 12:00 PM and 12/16/2009 11:35 AM	1711	- Q Update
charles brown	brown, charles	deb@metromls.com	0	0	0	chenequa			12/16/2009 11:27 AM and 12/16/2009 11:35 AM	0	- Q Update
Chuck	Chuck	chuck@metromls.com	0	0	0	Brown Deer SF	In	Expiring Soon	12/16/2009 11:35 AM and 02/17/2010 10:51 AM	4	- Q Update
						Douglas County			07/21/2009 04:43 PM and 12/16/2009 11:35 AM	2	- Q Update

## Searches/Auto E-mail tab

On the Searches/Auto E-mail tab, the Auto E-mails panel at the right side of the page will display the expiration date for any Auto E-mail attached to a saved search. Click on the **'Extend by 90 days'** link if you'd like to extend the auto e-mail for an additional 90 days.

Chuck
Searches/Auto E-mail
Portal
Messages
Notes
Links

**Searches**

Brown Deer SF  
Douglas County

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+ Add  
 📄 Rename  
 ✎ Edit  
 ✖ Remove

**View**  
Single Family

**Results**

[View all](#)

[View new in the last 24 hours](#)

[View new since 07/17/2010 02:50 PM](#)

[Reset time and view new since 07/17/2010 02:50 PM](#)

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**Auto E-mail**

Event chuck  
- Auto E-mail will expire soon on 08/27/2010 [Extend by 90 days](#)  
chuck@metromls.com

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**Search Parameters**

Property type Single-Family; Bedrooms between 3 and 99; County of 'Milwaukee'; Garage Spaces between Garage Type of 'Attached'; Municipality of 'Brown Deer'; Status of 'Active'; Total Bathrooms between 2.5 and 4.0; results include new listings, back on market, price changes, and reversals.