ASPEN BOARD OF REALTORS®
The Voice For Real Estate In The Roaring Fork Valley

B2B E-list System Guidelines and Open House Luncheon Information

The Aspen Board of Realtors® E-lists are e-mail lists which our members subscribe to for the benefit of marketing their listings to other Brokers. These Broker to Broker (b2b) e-mails allow our members to communicate professionally with each other on listings, rental properties and other real estate related topics. This system is designed to be maintained by the individual members. Each member can subscribe, unsubscribe, and update their address through Memberclicks. In order to send e-mails, you must be subscribed to the service. Your email address will not be exposed to anyone other than the Board Staff. **By subscribing to the e-list system you agree to the following:**

Terms and Conditions

In consideration of being allowed to use the ABOR E-lists, all participants agree that the following actions shall constitute a material breach of these Terms and Conditions:

- Posting material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by the Aspen Board of REALTORS® leadership in its sole discretion;
- Posting advertisements or solicitations of business other than real estate;
- Posting advertisement for job openings;
- Posting advertisements, solicitations or any other information for anyone who is not a member of the Aspen Board of REALTORS®;
- Using General E-list for any purpose in violation of local, state, national, or international laws;
- Posting material that infringes on the intellectual property rights of others or on the privacy or publicity rights of others;
- After receiving a warning, continuing to disrupt the normal flow of dialogue, or posting comments that are not related to real estate;
- Posting chain letters, hoaxes and pyramid schemes;
- Impersonating another person;
- Distributing viruses or other harmful computer code;
- Harvesting or otherwise collecting information about others, including email addresses, without their consent;
- Allowing any other person or entity to use your identification for posting or viewing comments;
- Posting the same note more than once or "spamming"; or
- After receiving a warning, continuing to use the Rental Announcement B2B system based upon listing agreements that do not entitle participants to use the Rental Announcement B2B system including any: (i) an “open” listing, or (ii) any exclusive right to lease rental agreement that contains exclusions for other real estate brokers, agents or offices or Aspen Board of REALTORS® members.
- Posting, advertising, or otherwise communicating any offer of compensation, commission split, bonus, referral fee, fee-sharing arrangement, or other financial incentive or benefit to a real estate broker, agent, cooperating broker, buyer broker, or other real estate licensee in connection with the purchase, sale, lease, or other transaction involving real property. This prohibition applies regardless of the form or terminology used to describe the compensation, incentive, bonus, payment, or benefit.
- Engaging in any other conduct that restricts or inhibits any other person from using the ABOR e-list system, or which, in the judgment of the Board of Directors, exposes the Aspen Board of REALTORS® or any of its members or vendors to any liability or detriment of any type.

The ABOR reserves the right (but is not obligated) to do any or all of the following:

- Record the dialogue in all postings.
- Investigate an allegation that a communication does not conform to the terms of this section and determine in its sole discretion to remove or request the removal of the communication(s).
- Remove communications which are abusive, illegal, or disruptive, or that otherwise fail to conform to these Terms and Conditions.
- Terminate a user's access to ABOR e-list programs upon any breach of these Terms and Conditions.
- Monitor, edit, or disclose any communication in the email program.
- Edit or delete any communication(s) posted on the email system, regardless of whether such communication(s)

violate these standards.

DISCIPLINE AND FEES ASSOCIATED WITH MISUSE OF THE E-LIST SYSTEM. The Aspen Board of REALTORS® reserves the right to take any action it deems necessary to enforce these guidelines. Offenses for misuse are as follows:

- **First Offense**: Warning to be placed in your member file and Managing Broker notified
- **Second Offense**: $250.00 fine and a one (1) week suspension from the B2B E-List Service
- **Third Offense**: $500.00 fine and one (1) month suspension from the B2B E-List Service
- **Fourth Offense:** $1000.00 fine and two (2) month suspension from the B2B E-List Service
- **Fifth Offense:** $2,000.00 fine and six (6) month suspension from the B2B E-List Service

E-LIST GUIDELINES: All properties marketed thru the B2B E-Lists must be active in the Aspen/Glenwood MLS.

There are four (4) types of announcements:

I.	**Listing Announcements:**	**listings@abr.memberclicks.net**
II.	**Open House Announcements:**	**openhouse@abr.memberclicks.net**
III.	**Rental Announcements:**	**rentals@abr.memberclicks.net**
IV.	**General Announcements:**	**general@abr.memberclicks.net**

I. **LISTING ANNOUNCEMENTS: listings@abr.memberclicks.net** Only the topics below are allowed to be sent via this e-list. You may only send **one** announcement per listing under the following categories. **All subject lines must include the major area and topic** listed below and may include additional information to clearly state your subject. Only signed, MLS listings (no "pocket" listings) are allowed. **Do NOT put the word LISTINGS in the subject line as it automatically comes up.**

MAJOR AREAS INCLUDE: Aspen, Snowmass Village, Woody Creek, Old Snowmass/ Basalt, Missouri Heights, Carbondale, Redstone, Crystal Valley/ Glenwood, New Castle, Silt, Rifle, Parachute/Battlement Mesa, Out of Area

TYPES OF INFORMATION ALLOWED:

A. New Listing. These are new, signed Aspen MLS listings (no "pocket listings"). A Broker/Company may only send one New Listing Announcement per MLS#. This includes co-listed properties. If there is a signed co-listing agreement, it is required to add both brokers and their company contact in the body of the message. This includes residential & commercial listings. The subject line for this topic must include the major area, the words "new listing" in the subject line and any additional information that you would like to include. Please include the price and MLS number in the body of the message. For example: Subject Line: **Aspen: New Listing** (you may include any other pertinent information after this)

B. Price Change. These are for price increases and decreases. The subject line for this topic must include the major area and the words "price change" in the subject line. For example: Subject Line: **Aspen: Price Change** (you may include any other pertinent information after this)

C. Searching for Specific Type of Property. These are for brokers looking for a particular property for a client. **The term "pocket listings" is not allowed to be used.** The subject line for this topic must include the major area and the words "Searching for" in the subject line. For example: Subject Line: **Aspen: Searching for** (you may include any other pertinent information after this)

**This type of message is to utilize notifying brokers that you have a buyer looking for a certain type of property that they have not been able to find. This also gives brokers a reason to communicate with a client with a like property to see if they would be interested in listing. It also, might allow brokers to have discussions with sellers that they have an office exclusive listing with, to discuss the benefits of listing in the MLS. **

** **We are required to uphold the mandatory NAR; Clear Cooperation policy 8.**0. If you have questions, please contact NAR or the CAR legal hotline before sending your message to membership.*

***NAR:** 800.874.6500 **CAR Legal Hotline**: 303.785.7171*

D. Incentives Prohibited. Incentives, bonuses, rebates, or other inducements may not be advertised, communicated, offered, or facilitated through the B2B E-List Service. Any use of the B2B E-List Service for such purposes is expressly prohibited and may result in fines, suspension, or termination of access to the B2B E-List Service, in addition to any other remedies available under applicable Bylaws, rules, or policies.

II. **OPEN HOUSE ANNOUNCEMENTS: openhouse@abr.memberclicks.net** There are several types of open

houses and each type of open house will determine the number of announcements allowed. **The subject line must include the major area and** may include additional information to clearly state your subject. **Do NOT put the words OPEN HOUSE in the subject line as it automatically comes up.** For example:
Subject Line: **Aspen: 3 bedrooms, 2 bath, waterfront property** (you may include any other pertinent information after this)

- **If the property is a Rental listing, you must put the word Rental after the major area in the subject line.**
- **If you have a signed co-listing agreement, it is required to add both brokers and their company contact information in the body of the message.**

Under no circumstance is an individual or company allowed to send multiple announcements for the same open house.

TYPES OF OPEN HOUSES ALLOWED:

A. **Individual Open House:** This is one or several open houses for one individual member.
ALLOWED ANNOUNCEMENTS: one (1) announcement and one (1) reminder.

B. **Single Company or Multiple Company Open Houses:** This are several open houses coordinated by one company or multiple companies.
ALLOWED ANNOUNCEMENTS: one (1) announcement and one (1) reminder by one individual from one (1) company; preferably the coordinating company.

C. **Weekly Open Houses:** This is an open house or series of open houses that appear at the same time and day each week.
ALLOWED ANNOUNCEMENTS: one (1) announcement and one (1) reminder by one individual from one (1) company; preferably the coordinating company

D. **Open House LUNCHEONS:** These luncheons must be approved and scheduled through ABOR as follows.
   - Listing must have an active MLS Number
   - Open houses that include lunch between the peak hours of 11:00 AM and 2:00 PM
   - Open house submittal requests to be done by completing an Open House Luncheon form and submitting it to ABOR staff to schedule
   - Requests NOT granted due to scheduling conflict will be notified to member via e-mail or phone call
   - Only one open house or progressive open house luncheon may be scheduled per DAY
   - To view and plan for the open house luncheons each week, go to the ABOR Member/Education Calendar at www.aspenrealtors.com, select Member/Education Calendar
   - It is strictly enforced that you may not advertise an open house luncheon via E-list without advanced approval & scheduling by the Board office

   ALLOWED ANNOUNCEMENTS: one (1) announcement and one (1) reminder per listing broker.

E. **ABOR Weekly Caravans:** The weekly caravan is coordinated by the ABOR for **new listings only**. The ABOR office will send out a schedule to the membership by noon the day before the caravan. **Members are <u>not</u> permitted to send a B2B message to membership for their new listing on the weekly Caravan.** The caravans are as follows: Aspen is every Thursday, Basalt and Snowmass Village alternate every Wednesday.

III. RENTAL ANNOUNCEMENTS: rentals@abr.memberclicks.net

You **MUST** have a signed exclusive right to lease rental agreement or be looking for a rental in order to send out a Rental Announcement B2B. For avoidance of doubt, and due to abuses of the Rental Announcement B2B system, an exclusive right to lease rental agreement **DOES NOT INCLUDE** the following listing agreements and does not entitle you to use the Rental Announcement B2B system: (i) an "open" listing, or (ii) any exclusive right to lease rental agreement that contains exclusions for other real estate brokers, agents or offices or ABOR members.

Each announcement MUST include the following:

- Indication of exclusive agency
- Company name
- Agent name
- **MLS # (Required)**
- At least one photograph of the listing

- The major area in the subject line. (You may include additional information to clearly state your subject.) Please note: Do NOT put the words RENTAL in the subject line as it automatically comes up.

You may only send one announcement per MLS#. (This includes residential & commercial listings.) If you have a signed co-listing agreement, it is required to add both brokers and their company contact information in the body of the message. Announcements regarding price reductions and new date availability are not allowed. Under no circumstance is an individual or company allowed to send multiple announcements for the same Rental listing.

One announcement per week by the listing agent shall be allowed for a re-rental. Re-rental is defined as: If a tenant cancels a lease, in writing, and requests the listing and co-op broker to attempt to find a replacement tenant for the period of current lease to recoup rental funds**. Cancelation confirmation may be requested by ABOR to prevent abuse of the Rental E-List.**

Searching for B2Bs: These are for brokers looking for a particular property for a rental client. The subject line for this topic must include the major area and the words "Searching For" in the subject line. For example: Subject Line: Aspen: Searching For (you may include any other pertinent information after this)
***Searching for renters for your listed properties is not allowed.** *

IV. **GENERAL ANNOUNCEMENTS: general@abr.memberclicks.net** Topics must be real estate related, such as: announcements of new brokers or staff in the office, office hours, winners of open houses, and Affiliate news and promotion. Affiliate members are not allowed to advertise the selling or renting of real estate properties.
ALLOWED ANNOUNCEMENTS: one (1) announcement per WEEK. Affiliates are limited to one announcement per week per company.

NO OTHER TOPICS ARE ALLOWED. If your e-mail does not fall in any of the above categories and does not contain the mandatory information you may be fined, suspended, and/or revoked from the e-list system.
ONLY SUBSCRIBERS MAY SEND E-MAILS. Only members and office staff of the Aspen Board of REALTORS may send e-mails. These e-mails may be generated from office staff on a broker's behalf, however, that broker must be subscribed to that particular e-list for which he is having staff send e-mails to and the signature line must state sent on behalf of_____.

HOW TO START AND STOP SUBSCRIPTIONS. You may subscribe or unsubscribe from any e-List at any time. To subscribe or unsubscribe simply log in to the ABOR website at www.aspenrealtors.com , click on member log-in on the left of the home page and type your username and password.

1. From the "member" drop-down menu, click on "my features"
2. Click on the "view e-lists" tab above your profile information.
3. You can see the e-lists you are subscribed to, the e-lists you are not subscribed to, and your email address.

    - If you need to change your email address in your profile, just click on the edit icon, change it and save.
    - You may add an e-list by clicking on the green plus icon and completing the information in the box.
    - You may unsubscribe from the e-list by clicking on the red X.

4. When subscribing to the e-lists, please make sure you check the box that says 'email delivery' if you want to receive emails from the e-lists.
5. If you choose not to receive emails and remain subscribed, check the 'email delivery' box. You will then be able to click on the e-list under the "view e-lists" tab to see what has been sent out without having to receive the emails in your Inbox.

Remember to send an e-list message, you must send from the same email address that is recorded in your profile. If you have messages that end up in your junk or spam mailbox, you need to add the following domains to your safe list. Your IT support may be able to help you with this.

listings@abr.memberclicks.net
general@abr.memberclicks.net
rentals@abr.memberclicks.net
openhouse@abr.memberclicks.net

You may also want to give your IT person the following IP addresses if you are not receiving the B2Bs at all and are signed up for any/all of the lists.

Those IP addresses are:
168.245.116.231
168.245.127.241
168.245.20.17
168.245.25.254

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