



## Member-to-Member Broadcast Email Cheat Sheet

Updated November 2025.

The Vail Multi List Service provides our members with the Gaggle Mail list serv for the benefit of marketing, networking, and communicating.

Members can manage their own email preferences - including a digest setting, vacation holds, custom signatures, and more. **You must be subscribed to the list(s) to send and receive. You must subscribe to each list separately through the VBR website.**

- If you unsubscribe yourself, you will no longer be able to send to the list(s).
- We do not allow the download of the subscriber lists. **Your email address will not be shared with anyone outside of the list(s).**
- We reserve the right to terminate your use of the list(s) if the email rules are not followed. We can modify or discontinue the use of the email system at any time.

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### General Rules for ALL Groups

#### Broadcast Email Rules/Guidelines for ALL email lists

- **Communication of compensation\*, in any form, is prohibited in the Broadcast email system.** All users may not communicate compensation in any form in an email sent in the Broadcast Email System. Inclusion of cooperative compensation in any form (text, photos, links to external web addresses/URLS, personal or property web addresses or compensation sources) in any email distributed through the Broadcast Email System will result in an immediate two-week suspension from the service.

\*Affiliates: Promoting referral incentives or bonuses in General.News is not allowed because of the above rule on compensation.

- Web links and addresses are \*not allowed in emails sent through Real.Estate, Open.House, and Rental. This includes links to broker or brokerage sites, social media, or links to property pages.

\*Affiliates: Links are allowed in General.News – ONLY if they do not link to any information on compensation or referral incentives or bonuses.

- “For Sale by Owner” and “Pocket Listings” both advertising and requesting, are expressly prohibited.
  - If an agent has already been notified with a courtesy warning regarding advertising a property without a valid listing agreement, a \$1,000 fine will be assessed without warning if advertised through Broadcast Email.
- Sending miscategorized or emails that do not pertain to the approved list topics is prohibited.

- Per the Real Estate Commission, brokers must include name, brokerage name, and contact info (In this case, email and/or phone – no web link).
- “Reply All” is prohibited.
- “FW” is prohibited in all subject lines.
- External Link/web addresses
- Copying other recipients who are not subscribers of VMLS is prohibited.
- Forwarding emails to anyone outside of the subscriber list is prohibited.
- Emails are subject to system size limits. **Please keep email size to 10MB or smaller.** Emails exceeding size limit may be stripped of the photos by the system.

**First offense:** Member will receive notice via replay email from the VBR Staff.

**Second offense (within 6 months of 1st warning):** Two (2) weeks suspension from the BES

**Third offense (within 6 months of 1st warning):** One (1) month suspension from BES

All active REALTOR® and affiliate members may subscribe to any of the distribution groups. In addition, administrative assistants or office staff **working on behalf of an active** member may also subscribe to the service and send broadcast emails, if it is readily apparent that the email has been sent on behalf of the active member.

## Courtesy/Etiquette

Consider your audience.

Only send emails that subscribers of the list will find useful. Please refrain from sending personalized emails, as these are distributed to hundreds of people. If you choose to reply to the sender, ONLY reply to the sender.

Do not spam your fellow subscribers. Follow the guidelines set by the VMLS for how many emails per topic can be sent. Do not abuse the system.

Do not send excessively large photos, large number of photos or large media files. Suggest sending one to two appropriately sized photos or links to media as all property information is available in the MLS.

Check the “TO” field

Prior to sending, make sure the email address is correct, and that you are only replying to the sender if you choose to reply to a sender’s email. ALWAYS verify the email address of the list or recipient.

Language

Subscribers may not use language or send content that is unlawful, abusive, defamatory, obscene, or otherwise unprofessional. Subscribers must abide by Fair Housing and Antitrust in emails.

Copyright

Subscribers may not send information or material that is protected by copyright. This includes logos, photos, or words that would infringe on property rights without permission of the owners.

# Rules & Best Practices for Each Category

## Category: Real.Estate – [real-estate@gaggle.email](mailto:real-estate@gaggle.email)

Only the topics below are permitted to be sent to the Real Estate email group. You may only send ONE (1) announcement per listing under the following categories.

### The subject line is as follows:

*Topic – Area – Building or Subdivision (where applicable)*

### Samples of subject lines:

- *New Listing – Vail Village – Solaris*
- *Price Change – Commercial – Avon – Avon Center*
- *Back on the Market – Edwards - Singletree*

### Approved Topics:

- **New Listing**
  - Emails can be sent if active within the last week
  - ONE email per listing
- **Price Change**
  - Emails can be sent if the price changed within the last week
  - ONE email per listing
- **Coming Soon**
  - Emails can be sent (1) time per week during the Coming Soon period. Emails must specify *“No Showings until (start showing date)”*
  - The listing(s) must be in the MLS as Coming Soon
- **Pending-Continue to Show**
  - Emails can be sent (1) time per week while the listing is in the Pending-Continue to Show status.
- **Need**
  - ONE email allowed.
  - Searching for a specific property for potential buyer
  - Solicitation of pocket listings or any off-market listings is prohibited.
- **Vacant**
  - Property that is often rented or owner occupied and will be available to show.
  - ONE email allowed.
- **Back on Market**
  - Property was Pending, withdrawn, or cancelled within the last week.
  - ONE email per listing.
- **New Media/Photos**
  - Emails may be sent if new media (virtual tour, drone footage, and/or new photography) have been uploaded to the MLS.
  - New media changes must be substantial in nature. New photos include seasonal photo change-out.
  - ONE email per listing

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## Category: Open.House – [open-house@gaggle.email](mailto:open-house@gaggle.email)

Only properties that are currently listed as Active within the VMLS may be promoted through the Open House email list.

Open House emails allow for **one (1) email with one (1) follow-up reminder**. We do not allow for more than two (2) Open House emails per open house.

### **Subject Line Topics**

- Public – One or more open houses from one member
- Save The Date – To communicate an upcoming Broker Tour/Open House

### **Subject line is as follows:**

Topic – Area - Building/Subdivision (where applicable)

### **Sample of subject line:**

- o Public - Eagle Ranch - Aiden's Meadow

**Please be mindful of sending multiple announcements for the same Broker Tour/Open House so members can easily search.**

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## Category: Rental.Information – [rental-information@gaggle.email](mailto:rental-information@gaggle.email).

This list sends mail concerning rental information to subscribed members.

One (1) email per week until listing is rented.

### **Subject line is as follows:**

Topic – Area – Building or Subdivision (where applicable)

### **Samples of subject lines:**

*Short Term Need - Lionshead*

*Long Term Available – Avon*

### **Topics:**

- **Long Term Need** – Searching for longer term rentals, generally for months or more. Typical for a year lease.
- **Short Term Need** – Searching for rentals less than 30 days.
- **Long Term Available** – Offering longer term rentals, generally for months or more. Typical for a year lease.
- **Short Term Available** – Rentals less than 30 days.

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## **Category: General.News – [general-news@gaggle.email](mailto:general-news@gaggle.email).**

**Only affiliate members are allowed to promote their business.** Members may not proactively advertise the services of a non-member individual or business.

Members are free to solicit inquiries for related services such as plumbers, home repair services, etc. if the inquiry is stated as an open-ended question. For instance, members may inquire, “Can anyone recommend a plumber”?

Sponsored Events – Only brokerages/affiliates are allowed to send out announcements for events that they are sponsoring. Brokerage/affiliate business name and/or logo needs to be on the flyer for the sponsored event.

“Help Wanted/Job Openings”- shall only be sent out through General News. The help wanted/job openings must be real estate related.

This NOT a category to list items for sale, to buy, or give away and those posts will be moderated. There isn’t a For Sale category available.

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