

## Three Minute Tech Tip - # 30

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One of the best ways to market yourself online is with a personalized RE/MAX address. The question arises; how do I make mail from my regular e-mail account look like it came from my RE/MAX address?

### **TODAY'S TECH TIP: RE/MAX Reply and Return Addresses**

By now you have probably already registered for RE/MAX Mainstreet at [www.Remax.net](http://www.Remax.net). If not the registration process is very simple. When you register for the first time you are prompted to choose an e-mail address, which becomes a forwarding address to your regular e-mail account. This allows you to market yourself with a RE/MAX e-mail address and still use your existing e-mail account and settings

The question arises; how do I make mail from my regular e-mail account look like it came from my RE/MAX address? Unfortunately if you are using AOL for e-mail there is nothing you can do. AOL's proprietary software prevents you from showing a different FROM address than your actual AOL address. If you're using programs like Microsoft Outlook or Outlook Express however, the process is very simple

This is how you make FROM and REPLY TO address changes to an account that already exists in Outlook. Regardless of the e-mail service you are using your future messages will appear to come from [yourname@remax.net](mailto:yourname@remax.net).

In Outlook Express or Outlook 2000. Click on the menu that says Tools, then click on the menu item named Accounts. On the Mail tab, highlight the account you would like to change, then click on the Properties button. You will be on the *General* tab. The top blank on the screen is simply a name you can give for the settings of this e-mail account. It is not case-sensitive and you may call it anything you wish. *Name* and *Organization* are fields that generate the headers for all messages you create using this account. These items are not case-sensitive and leaving empty spaces in them is fine. For *Name*, type your legal name in the blank provided. *Organization* is an optional field that can be used to identify your office. *E-mail address* is where you enter your RE/MAX forwarding address, "[yourname@remax.net](mailto:yourname@remax.net)". Remember that an e-mail address is like a phone number which must be dialed exactly in order to work. Use lowercase letters and be careful not to introduce spaces or extra punctuation. *Reply Address* is an optional field but if you put your [remax.net](http://www.Remax.net) address in both fields then all mail will highlight your RE/MAX address for a more professional look.

In Outlook 2002 and later versions, the process is slightly different. Select Tools, E-mail Accounts, then View or change existing e-mail accounts, and click the button that says Next. Highlight your e-mail account then click Change. Add your RE/MAX e-mail address to the appropriate field. If you want to change the *Reply to* address, click the button that says More Settings, and you will see the field you need.

The best thing about a [remax.net](http://www.Remax.net) e-mail address is that it is permanent, and never needs to be changed on your business cards and other marketing material. If you change your e-mail supplier, you simply change the forwarding address by logging into RE/MAX Mainstreet. Your advertised e-mail address always remains the same.

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact the Regional help desk with any tech support questions at [help@remax-nj.net](mailto:help@remax-nj.net) or (888) 54-REMAX.

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