

Three Minute Tech Tip - # 42
June 21, 2006

Real Estate professionals are at a disadvantage when using an AOL consumer account for professional business. Jeanie Farrell, Regional Technical Support, has written this document to address the issue:

Today's Tech Tip: IMPORTANT MESSAGE REGARDING AOL E-MAIL

We are continuing to have on-going issues with AOL email addresses and we feel that this is an important matter that we need to share with all RE/MAX of New Jersey Associates. At this time we encourage all Associates who currently use an AOL email address to switch to an alternate email address for your website as well as for your remax.net forwarding address.

The first major issue involves AOL's inability to deliver Regional emails in a timely manner. The delay can and has resulted in Prospect Alerts being received only hours before the expiration or worse after the expiration has passed. Reliance, our Regional website provider, has contacted AOL on numerous occasions to attempt to resolve this issue but to date, has not had much success. Reliance will continue in their attempts to contact AOL, until then we can't guarantee Prospect Alerts, sent to AOL email addresses will be received in a timely manner. To ensure that all agents are receiving their Prospect Alerts in a timely manner, it is highly recommended that Agents use a non-AOL email address whenever possible. If you have high-speed internet access, you may already have an e-mail account as part of your service. If not, our regional recommendation is that you switch to Earthlink, a competitively priced program with excellent speed and service. (www.earthlink.net)

The second issue is the fact that AOL is constantly classifying REMAX and Reliance email as Spam. This issue is harder for us to address since it really affects your clients and their HomeFinder accounts. Classifying RE/MAX as Spam prevents your clients from receiving their login information, saved search results and other important emails. When you're signing up a client with an AOL email address, please suggest they consider using a non-AOL address for their account.

If you're using an AOL email address and decide to go with a non-AOL address, please remember to login to Mainstreet and update your profile by entering your new email address as your forwarding address for you remax.net account. You will also have to login to the Regional site (www.remax-nj.org) and update your User Profile and enter your non-AOL address under your USER TAB.

If this message applies to you and you need help updating your information please contact the help desk at help@remax-nj.net. If you don't use an AOL email address remember AOL could be a problem for your existing and potential clients.

-Jeanie Farrell

Time's up! Gotta go.

As always, feel free to contact the regional helpdesk with any tech support question at help@remax-nj.net or (888) 54-REMAX.

Have suggestions for other Tech Tips? E-mail me.

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Regional Technical Support

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