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REALTORS® Commercial Alliance (RCA) - The commercial division of NAR

ISSUE 17 – JANUARY 2009

SACS – Share a Commercial Success

Northeast Atlanta Metro Association of REALTORS®

Email Message Headers...How to Get Members to Open Those Emails

We've all struggled with the "RdR" concept of "REALTORS® don't Read". One frustration everyone shares is getting members to open their emails. Traditionally we send messages with the headers like "Please vote this year". Instead we have taken a different approach and sent out the message with the header "Don't vote this year..." and when the message is opened the header finishes in the email to say "Don't vote this year...until you read this message".

It's just human nature. Tell someone not to do something and they will. Or better yet, tell them they might have won something and they jump through hoops to open the message.

Instead of sending out your next message to say "Our next membership meeting is" try using..."Win a year's membership"...then when the message is opened it reads..."Attend our Commercial Alliance meeting this month and you could be the winner of a year's membership". It gets their attention and most of all gets them to open the emails.

One thing we have worried about is pushing the envelope too far but it just seems they can't wait to see what the next message header will say. The staff loves being creative, the membership loves guessing what the header really means and the response rate increases.

For more information, please contact:

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