

COMMERCIAL DIVISION CDX Mail

Name: _____ Office: _____

Phone#: _____ Virus Protection: _____

Email Address: _____

PARTICIPATION GUIDELINES:

- To “Post & Receive” from this service, you must be a member of the St. Louis Association of Realtors® Commercial Division.
- **Non-Members may only “receive” e-mails.** Pricing for the Non-Member is \$500.00 per year. (non-transferable, non-refundable.)
- Attached is a complete list of Commercial Divisions CDX Mail Instructions and Guidelines.
- **By signing below, you agree to abide by these Guidelines.**

INSTRUCTIONS FOR SENDING YOUR E-MAILS: (see attached for step by step instructions.)

1. Login to either the <http://www.stlcie.com> or the <http://www.stlcr.com> website
2. From the CIE website, click on the “CIE Login” button. From the Commercial Division website, click on “Visit CIE”
3. From the Home Page, click on the “MyCDX” pull down menu select CDX Mail Plus or click on the CDX Mail Icon
4. Step 1 – Select the Type of CDXMail to be sent
5. Step 2 – CIE members may choose from the displayed list of properties. Non-CIE members must choose the radio button: **Listing is not in this list.**
6. Step 3 – Select Recipients: (This is an optional step that allows you to blind carbon yourself and owners. To broadcast to all members, you do not need to change the distribution list.)
7. Step 4 – Compose Email: When broadcasting your listing, you only need to add the property size to the subject line. The property type, transaction type and area are filled in for you, based upon your choices in Step 1, 2 and 3. You need to add the location and size to the subject line when sending out a Client Requirement.

EXAMPLES:

- CDXMail: Retail, Lease, Wentzville, MO 10,000 SF
 - CDXMail: Multi-Unit Housing, Sale, St. Louis, MO, 8 units
 - CDXMail: Need, Office, Sale, 3.000-4.000 SF, West County
 - CDXMail: Need Land, Sale, 20-25 acres, St. Charles, REVISED (Revision must be noted in the body of the message)
8. Step 5 – Attachments: CIE members may add up to 2 attachments (file size up to 5 meg).

By signing below, I agree to abide by the attached Commercial Division CDX Email Guidelines.

Signature

Date

Managed by
Commercial Information Exchange
301 Sovereign Court #109 Ballwin, MO 63011 Ph: 636-230.6243 Fx: 636-230.7243

Commercial Division Broadcast E-Mail Guidelines

Revised August 2009

Welcome to CDX Mail, a service of the Commercial Division of the St. Louis Association of REALTORS®, which was created to support commercial real estate professionals. This service is provided under a contract with Commercial Information Exchange Inc. (CIE).

This system has been designed to help commercial real estate professionals find and market property more efficiently and to make their job easier. We hope that you will find this an invaluable resource. Carefully read this document. Please retain a copy of these guidelines for reference. Your use of the system constitutes that you have read these terms and agree to abide by them.

Please remember that this service was created for members and non-members to easily and quickly communicate exclusively about the have/needs of commercial real estate property. Any emails or email replies containing advertisements of services other than the brokerage/development (have/need) of commercial real estate property is prohibited.

The Commercial Division operates an email service to help commercial real estate professionals market their listings and search for properties. This service provides the ability to e-mail hundreds of commercial brokers with a few clicks of a button.

If you choose to participate, this system will work with your current email system. We presume that you know the basics of your own email system. Once we have received your application, your email address will be added to the CDX Email Service. Only members of the Commercial Division of the St. Louis Association of REALTORS® have the ability to both send and receive messages. Non-members have been given the ability to receive member messages but not to originate them. If you know of other commercial brokers who might like to join the CDX Email Service, send us their address. If you have any questions about our system, please email info@stlcie.com.

COMMERCIAL DIVISION EMAIL SYSTEM GUIDELINES:

1. Any Email sent as "BROADCAST MY EMAIL", must have a valid listing agreement.
2. **Frequency:** "HAVE" (Broadcast My Listing) Emails are limited to five (5) per day, per member. NO email (Have or Need) should be repeated within a thirty (30) day time frame unless a pertinent revision has occurred, in that case, "REVISION" should be entered in the subject line and the revision noted in the body of the message.
 - If you have a listing that is co-listed with more than one Broker, the listing should be sent out with all Brokers listed on the email and only be sent out once in a thirty (30) day time frame.
 - If you have a building/land with multiple suites/parcels, include all information in one email. This helps to cut down on the number of emails sent through the system.
 - Too many e-mails on the same property may result in your e-mails being "blocked" by members.
 - **Subject line:** The system will fill in the subject line with the General Use and transaction type based on the selections you make. Available Space required and Property Location will need to be added by the member.
 - Example:
 - CDXMail: Retail, Lease, Wentzville, MO 10,000 SF
 - CDXMail: Multi-Unit Housing, Sale, St. Louis, MO, 8 units
 - CDXMail: Need, Office, Sale, 3,000-4,000 SF, West County
 - CDXMail: Need Land, Sale, 20-25 acres, St. Charles, REVISED (Revision must be noted in the body of the message)
3. If possible, include the property address in your CDX emails. This helps members reading your email determine if the property will work for their client.

4. **Attachments:** CIE members may attach up to two documents to their email. Attachment size cannot exceed 5meg.
CIE members may attach a CIE Brochure and include a web page. Non-CIE members are limited to sending out text messages.
5. **Virus Protection:** It is your responsibility to have and regularly update Virus Protection software on your computer. Failure to do so could result in expulsion from the CDX Email Service.
6. This is a “moderated” list and all messages are reviewed before broadcast.
7. **Format:** Provide additional property description information in the body of your message.
To reply to a message, you should hit your Reply feature (or similar command on your Email manager).
Please be considerate of other system members and keep your posts as concise as possible. Paragraph breaks make the message easier to read. TOO MANY 'CAPS' IS CONSIDERED SHOUTING.
8. **Broker Open:** provide information on upcoming commercial property tours and broker lunch meetings at property locations.
To be sent only once prior to the event, including all of the host information, location, property type, and any promotions available to attending brokers, along with contact information for additional questions.
9. **Broker Announcements:** Provide information of Broker relocations or announcements such as office changes of address, phone number, announcing new broker joining office, broker designees, etc.
Not to be used for “broker recruiting” or “position available” notices. All Broker Announcements are subject to the approval of the Commercial Division. Members often set up folders in their email managers to store messages by topic. Remember also that most Email managers can filter messages (according to Sender or Subject) so they go directly into folders rather than the regular 'Inbox.'
10. Do not submit messages that do not relate to marketing your listings and searching for properties. Remember to keep the signature short and your language professional and to the point rather than attempt humor or catchy phrases.
11. Because of the variety of Internet providers and equipment available, we cannot guarantee that every provider can fully access all messages on the system. Some may employ filters that screen out your ability to receive these emails.
12. For extended searches of property needs consider the CIE Database System. Contact info@stlcie.com for details.
13. If you have questions about the operation of the mailing list, please contact CIE (system operator) at info@stlcie.com.

INSTRUCTIONS FOR SENDING YOUR E-MAILS:

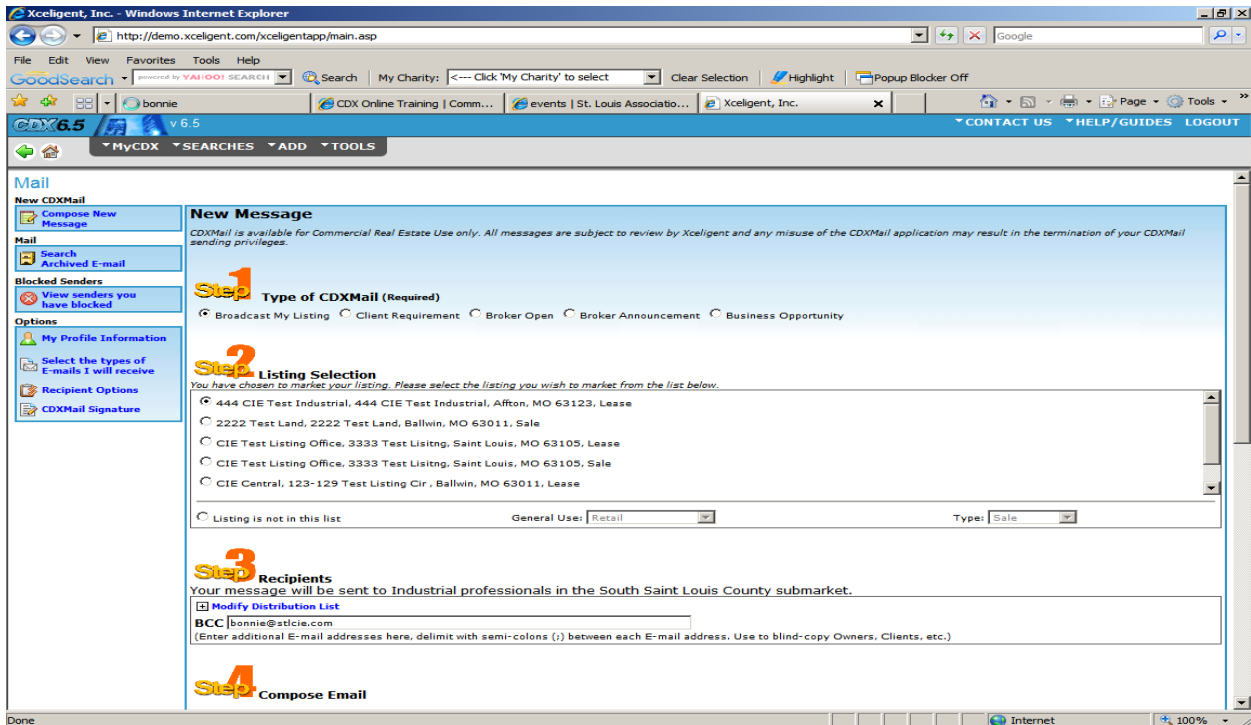
- Login to either the <http://www.stlcr.com/> or the <http://www.stlcie.com> website.
- Click on the “MY CDX” Tab.
- Below is a screen shot of a “**Client Requirement**” email screen. In step 1, you will choose the type of email you are sending. In Step 2, you will choose the property type and if it is for sale or for lease. Step 3 will allow you to select who you want the email to be sent to (this is an optional step that allows you to blind carbon yourself and owners. To continue to broadcast to all members, you do not need to change the distribution list). **In step 4, you will need to add the size of the property, i.e. square feet/acres or price requirements in the subject line.** This information will print at the end of your subject line.

The screenshot shows the Xcelligent CDXMail application interface. The browser address bar displays <http://cdx.xcelligent.com/xcelligentapp/main.asp>. The page title is "Mail". The main content area is titled "New Message" and contains the following steps:

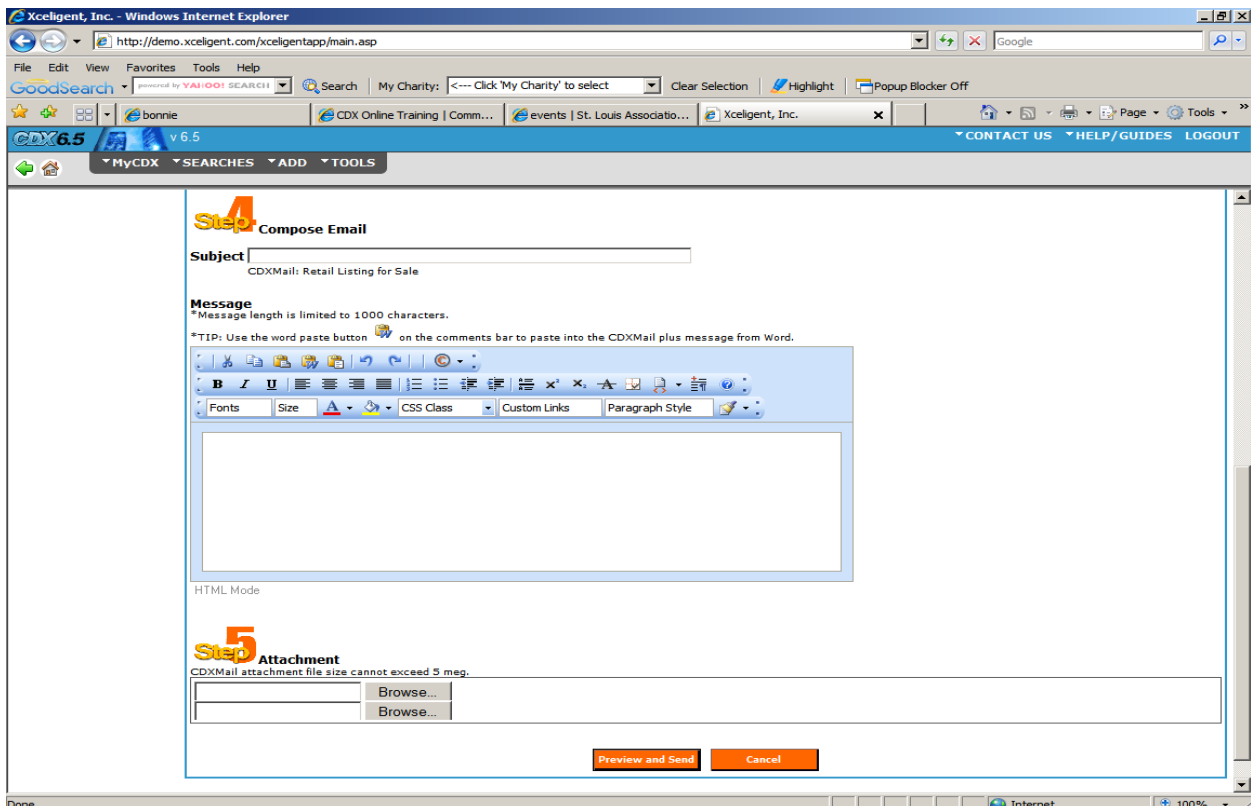
- Step 1: Type of CDXMail (Required)** - Radio buttons for: Broadcast My Listing, Client Requirement (selected), Broker Open, Broker Announcement, Business Opportunity.
- Step 2: Listing Selection** - Text: "You have selected Client Requirement, please select the general use and type of requirement you are interested in." A dropdown menu shows "General Use: Retail" and "Type: Sale".
- Step 3: Recipients** - A "Modify Distribution List" link and a text box containing "BCC: [sonnie@stlcie.com]".
- Step 4: Compose Email** - A "Subject" text box containing "CDXMail: Client Requirement Retail for Sale".

Below the subject line is a "Message" text area with a character count and a word paste button. The browser status bar at the bottom shows "Internet" and "100%".

- Below is a screen shot of a “**Broadcast My Listing**” email screen. Again in step 1, you will select the type of email you are sending. In Step 2, if you **ARE** a CIE member, you may select the listing you wish to market from the list of properties displayed. (This will be your CIE Brochure). If you are **NOT** a CIE member, you will **NOT** be able to select from this list even though you may have listings showing. You will have to select the radio button below the list. (Broadcast My Listing and Business Opportunity works the same.)
 - Listing is not in this list
- Step 3 will allow you to select who you want the email to be sent to (this is an optional step that allows you to blind carbon yourself and owners. To continue to broadcast to all members, you do not need to change the distribution list).
- **In step 4, (Non-CIE Members) you will need to add the size of the property, i.e. square feet/acres and the location in the subject line.** This information will print at the end of your subject line.
- **In step 4, (CIE Members) if you include a CIE Brochure you will only need to add the size of the property, i.e. square feet/acres in the subject line. If you do not include a CIE Brochure, you will need to add the size of the property, i.e. square feet/acres and the location in the subject line.** This information will print at the end of your subject line.



- Below is a screen shot of Step 4 and Step 5. In Step 4 as seen above, you will fill out your subject line. Continuing on in Step 4, (as shown below) you will create the body of the email. As you will see you have additional formatting available for your email text.
- In Step 5, if you **ARE** a CIE member, you can attach two additional files. We asked that you limit the files to less than 5 meg. If you are **NOT** a member of CIE, you will not be able to attach files.



- The final step is to click the “Preview and Send” button.

GENERAL EMAIL POLICIES

The CDX Email is provided as a service. In no case shall the Commercial Division or CIE be liable for any special, indirect or consequential damages whatsoever resulting from loss of use, data, or profits, arising out of or in connection with the use of any information broadcast on this list or the performance of this list. The Commercial Division and CIE neither endorse nor are responsible for the accuracy or reliability of any opinion, advice, or statement made in this service by anyone other than authorized employee spokespersons acting in their official capacities. Seek the advice of appropriate professionals regarding the evaluation of any information, opinion, advice or other content.

Please exercise courtesy and common sense when using this service. Defamatory, obscene, insulting, or other offensive communications are not acceptable forms of communication and could lead to legal liability for those engaging in such improper communication. Do not post any information or other material protected by copyright without the permission of the copyright owner. Illegal conduct is not acceptable and will result in immediate denial of service.

Do not use the CDX Email Service to communicate with competitors about prices, terms of service, or otherwise communicate in a way that may violate the anti-trust, restraint-of-trade, or conflict-of-interest laws. By your use of this system you agree that the Commercial Division and CIE will not be responsible to you for any indirect, consequential, special or punitive damages or losses you may incur in connection with our services or any of the data or other materials transmitted through our broadcast system, even if we have been advised of the possibility of such damages or loss. In addition, you agree to defend and indemnify us and hold us harmless from and against any and all claims, proceedings, damages, injuries, liabilities, losses, costs, and expenses (including reasonable attorney's fees) relating to any acts or omissions by you or materials or information transmitted by you in connection with our broadcast email services leading wholly or partially to claims against us or our email services by participants or third parties.

The Commercial Division and CIE are distributors (and not publishers) of content. They shall have the right, but not the obligation, to monitor the content of the broadcast messages to determine compliance with the usage rules and to satisfy any law, regulation, or authorized government request. They shall have the right at their sole discretion to edit, refuse to post, or remove any material submitted to or posted on any section of the CDX Email Service. They also retain the right to deny members access to any portion of the CDX Email Service for violation of these rules.

Every user is responsible to protect their own computer and the broadcast email system by their own use of an anti-virus program. The Commercial Division and CIE are not responsible for any damages caused by a computer virus, which may have been received through a message transmitted over its system.

Your use of the CDX Email Service shall constitute that you have read the above terms and agree to abide by them. If you do not wish to abide by the above terms, contact CIE, the CDX Email operator, at 636.230.6243 or info@stlcie.com to have your email address and identity removed from the system.