

ASVB Guidelines for Email Distribution of Property Availability Information

Step 1 – Have the email appear to be from the agent not an admin person

Step 2 – Compose your subject line

The subject line should contain only three pieces of information in the following order:

Property Type, SF, Location

Examples:

Office Sublease, 6,500 SF, 40500 De Anza Blvd, Cupertino
Industrial Lease, 12,000 SF, 48505 Warm Springs Blvd, Fremont
R&D Investment, 150,000 SF, 376 S. Milpitas, Milpitas
Industrial User Sale, 22,000 SF, 2101 Tasman Blvd, Santa Clara

Step 3 – Compose your message

Not everyone opens attachments, so some or all of the following details should be in the body of your email:

- a) Size
- b) Price
- c) Project Name, Address and City
- d) Property Type
- e) Space Type
- f) Availability Date
- g) Divisibility
- h) Parking
- i) Special Features
- j) Direct or Sublease

And don't forget to add your contact information which should include your name, company name, phone number and email address

Step 4 – Include your attachment or use html – Optional

This step is optional – but if you choose to include an attachment, please do not send anything larger than 2 MG, **make sure it is attached** and, if you goof up, **DO NOT** attach and resend the email. If brokers are interested in your listing, they will email you and request the attachment and you can send it to those with an interest.

Step 5 – Hide your recipients

Type or paste the names of your recipients in the Bcc field so their names will be hidden. This way, if someone prints your email, they will not print multiple pages of email addresses.

Step 6 – Double check your email before clicking “Send”!

- a) Is all information in the subject line and the body accurate and in the above format?
- b) Are recipients hidden in the Bcc field?
- c) Has the attachment also been proofed for accuracy, current version, etc?
- d) Is the attachment attached?

Step 7 – Resend your email when there are substantial changes

Substantial changes (for example in the price and square footage) warrant resending your email. Be sure to change your subject line accordingly as follows:

NEW PRICE - Office Sublease, 6,500 SF, 40500 De Anza Blvd, Cupertino
NEW SIZE - Industrial Lease, 12,000 SF, 48505 Warm Springs Blvd, Fremont
BACK ON THE MARKET - Industrial User Sale, 22,000 SF, 2101 Tasman Blvd, Santa Clara