

CCIM Networking -- MailBridge

MailBridge is a preference-matching, member only email contact system for the distribution of Haves, Wants, and general information.

An improved Member Benefit.

When you are the sender, you can be sure that your message is going only to those Designees who want to receive it. When you get a message, you can be sure that it matches the profile of messages in which you are interested. And, you can update your preferences at any time. MailBridge is a tune up for your inbox, enhancing your participation in the CCIM email network.

Set your preferences for the type of mail you wish to receive.

Each member may set a preferences based on states and countries of interest, property types, and message types (“haves”, “wants”, “general”) or you may choose not to participate in MailBridge.

Who can create messages?

Only CCIM Designees may create MailBridge messages. Designees may send those messages to other Designees, Candidates, or both. Candidate members of the Institute are able to receive MailBridge messages.

Describe the mail you send.

For each message, indicate whether it’s a Have, Want, or general message. Working with a full-feature web editor, you can type (or paste) your message, as well as add attachments. When done, you can preview your message to proof it before sending, save it as a draft to finish later, set a time at which you wish the message sent, or send it immediately. MailBridge matches your mail to the appropriate recipients and sends it from your email address. You know in advance that you’re sending email to the right people.

Tune up your inbox.

Mail from MailBridge arrives with a standard subject line, to which the sender’s own subject is appended. You can easily use Outlook’s rules feature to move MailBridge messages into their own folder or sort your inbox to find MailBridge messages by message type or property type.



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How to use MailBridge.

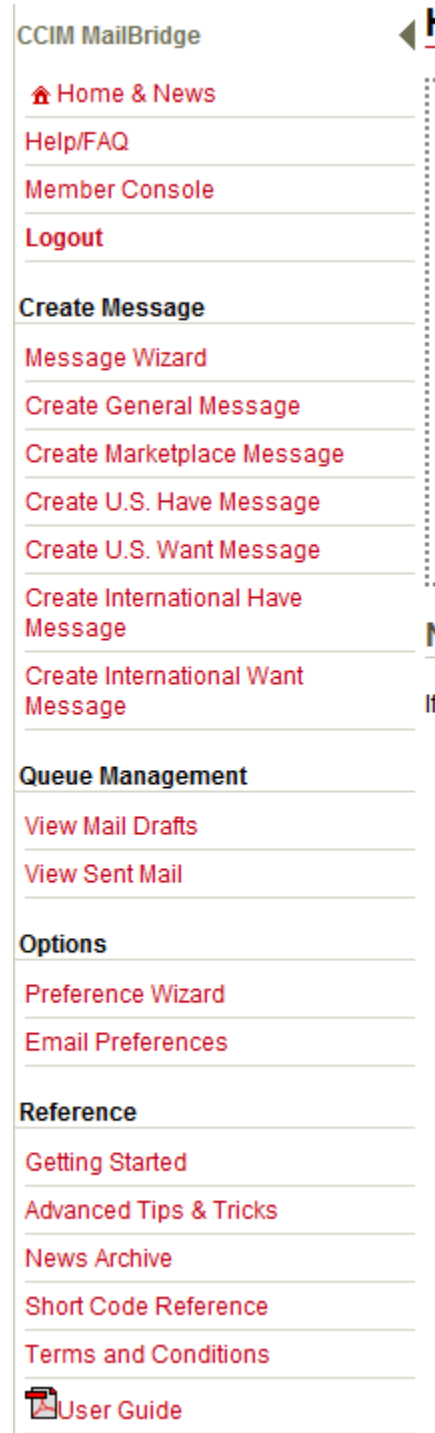
Login to CCIM Member Services and select [CCIM MailBridge](#) or go directly to <http://mailbridge.ccim.com>.



Select your action for this visit:

At this point, you can create messages, view messages you've created but not sent (drafts), view messages you've already sent, or edit your incoming message preferences.

The menu column is organized for logical grouping of actions.





Advanced Features

The Advanced tab allows you to schedule your mail, add an attachment, and determine whether to send to Designees or Designees and Candidates.



Delay Message

Date:
 

Time:
 

One of the advanced features, “Delay Message”, lets you enter your message now and send it at some later point. This can be useful if you’re planning to send several messages and don’t want to overload the recipients or you’re going to run a mail-drop campaign.

The default is to send the message out on the next cycle¹.

Messages may also have one, and only one, attachment. The size of the attachment must be one megabyte (1MB) or less. Attachments are virus scanned, but receivers should use their own judgement before opening attachments.

Add Attachment:

By default, Candidate Members are included in CCIM MailBridge mailings. The advanced tab allows you to send to Designees only by unchecking “Send to Candidates”.

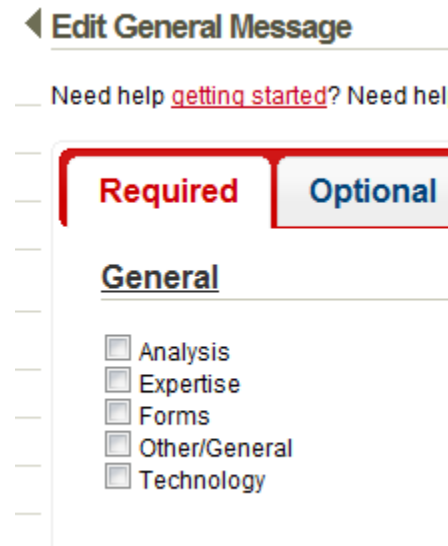
Lists

Send to Candidates?

¹ Messages are queued and sent in the order in which they’ve been queued. It currently takes about 10 minutes to fully process each message in the queue.

General Messages

General messages are requests for information or messages that aren't a property related "have" or "want". Only one checkbox under the General selections can be selected.



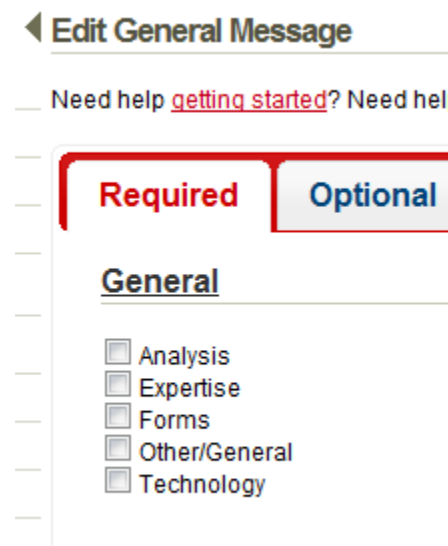
General messages have fairly general types.

The "rules for classification" are:

- Analysis: How do I analyze this?
- Expertise: I'm looking for someone with expertise in ...?
- Forms: Does anyone have a form for this?
- Technology: What technology should I use for...?
- Other/General: None of the above

Marketplace Messages

Marketplace messages are designed for members who are in a related industry (i.e. finance, technology) to solicit and be solicited for products and services.



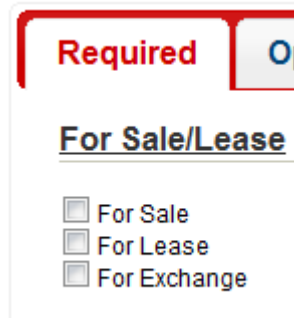
Marketplace "rules for classification" are:

- Financial Want: I need capital financing for...
- Product Want: I'm looking for software for my firm...
- Appraisal Want: I'm looking for an appraiser or appraisal information....
- Service Want: I need a property management firm in..
- Financial/Product/Service Vendor: We do X in Y state...
- Appraisal Vendor: We do appraisals....

Haves and Wants

Things get more interesting with Have and Want messages. There are 4 types of Have and Want messages. US Have and US Want are for properties in the United States market. International Have and Want messages are for international properties. Here, you specify where the properties are located, property type, and other relevant characteristics.

In any have or want message, specify Lease, Sale/Purchase, or Exchange. You may check more than one of these boxes.



The image shows a screenshot of a web form. At the top, there is a red-bordered box with the word "Required" in white text. Below this, the text "For Sale/Lease" is displayed in a bold, blue font. Underneath, there are three checkboxes, each followed by a label: "For Sale", "For Lease", and "For Exchange". The checkboxes are currently unchecked.

Location:

U.S. Have Message:

Select where the property you are soliciting is located. The state selections are not for where you want to market your property. Multiple state selections are allowed for the rare case of marketing a portfolio of properties that may include properties in multiple states.

To select states, either check the box to the left of the state name or click the states on the map. When creating a HAVE message, the state checked should match the property or properties. For example, for a property in Maine, you'd check "Maine" when creating the message. Subscribers who have checked "Maine" in their preferences will receive your email. The description you enter should match the property, not the preferred recipients.



- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Alabama | <input type="checkbox"/> Illinois | <input type="checkbox"/> Montana | <input type="checkbox"/> Puerto Rico |
| <input type="checkbox"/> Alaska | <input type="checkbox"/> Indiana | <input type="checkbox"/> Nebraska | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Iowa | <input type="checkbox"/> Nevada | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> Kansas | <input type="checkbox"/> New Hampshire | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> California | <input type="checkbox"/> Kentucky | <input type="checkbox"/> New Jersey | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Louisiana | <input type="checkbox"/> New Mexico | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Maine | <input type="checkbox"/> New York | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> Maryland | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> North Dakota | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Michigan | <input type="checkbox"/> Ohio | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Minnesota | <input type="checkbox"/> Oklahoma | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> Mississippi | <input type="checkbox"/> Oregon | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> Missouri | <input type="checkbox"/> Pennsylvania | <input type="checkbox"/> Wyoming |

US Want Message:

On Want messages, multiple states are allowed. A good tip is to select states on a regional level to limit the amount of responses unless your client has exotic site selection criteria.

To select states, either check the box to the left of the state name or click the states on the map. Using the map makes it easy to do a regional mailing for WANT messages. For example, for a property in

Maine, you'd check "Maine" when creating the message. Subscribers who have checked "Maine" in their US Want preferences will receive your email.

International Have/Want Messages:

International messages do not display a clickable map. Guidelines for US Have and Want messages apply the same to International Have and Want, respectively.

Specify the property type and a dollar range.
Again, multiple selections may be made for each.

Property Type

- Hospitality
- Industrial
- Land
- Multi-Family
- Office
- Retail
- Other

Offer Value

- Under \$1 million
- \$1 million - \$10 million
- Over \$10 million

For every message type, the text of the message is typed (or pasted) into the page editor. Be sure to enter a descriptive subject. A system-created set of [short codes](#) are pre-pended to your subject to make it easier for recipients to classify messages. For example, *[CCIM HAVE/4S/GA/OTH/V1+] Assisted Living Facility (ALF)*. The [short codes](#) are between the square brackets, indicating a HAVE message, FOR SALE, in GEORGIA, OTHER property type, value greater than \$1 Million. The rest is the sender-supplied subject. The system now estimates how many CCIMs the message will reach as you select criteria and auto updates how the subject looks. If CCIM Candidates are included in your distribution, then the system will show an both Designee and Candidate numbers.

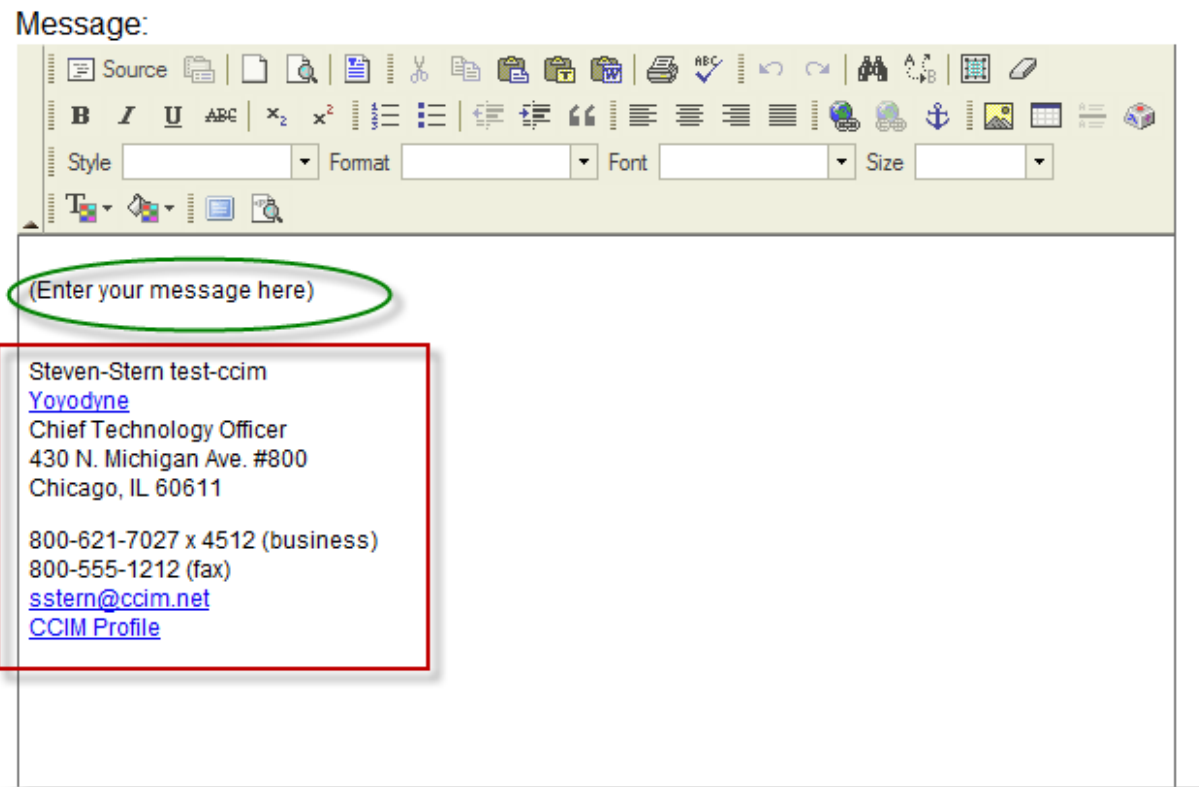
Message

This message will reach an estimated 2 CCIMs.

Subject: [CCIM HAVE/4S/GA/OTH/V1+] Just listed...

Short Codes are automatically put in the subject. What are [Short Codes](#)?

Within the message, overwrite the line “(enter your message here)”. It’s a placeholder to remind you to enter something into the message. Below the “(enter your message here)” line, Mailbridge has automatically filled in your contact information from CCIM membership records. This includes a link to your CCIM member profile. You may leave this as it is, edit it, or replace it entirely.

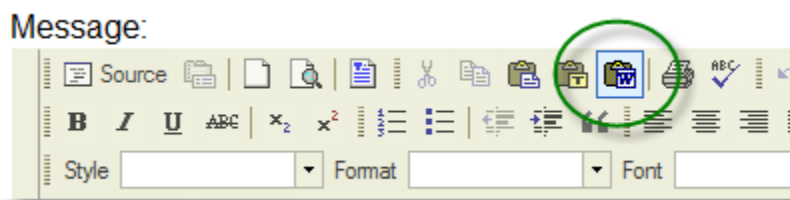


Editor Features

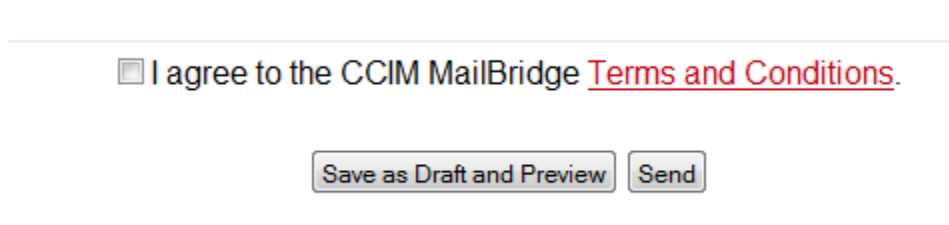
The text editor is like common word processing programs. The text formatting icons will apply formatting to selected text (or text about to be entered). In order, the icons **Bold**, *italicize*, underline,

~~strike-out~~. Paragraph formatting left, center, right, and full width justifies text. Other buttons create dot point lists, ordered lists, (un) indents, performs undo and redo, creates a hyperlink (or removes one) and allows you to directly edit the underlying HTML. This is fairly similar in operation to most mail programs or Word. The editor also includes abilities to spell check, paste from word, insert a table, find and replace, print, preview, and insert an image from another server.

If you are going to copy and paste text from Microsoft Word, use the “Paste From Word” icon on the toolbar for best results.



When the message is complete, there are two possible actions:



Save as Draft and Preview displays the message as it will be received and saves it as a draft for later editing or sending. **Send** sends the message immediately. You must affirm your agreement to the [Terms and Conditions](#) for using the CCIM MailBridge service each time you send a message.

Working with Draft messages

Click on “View Mail Drafts”. From the resulting list, click on View or Edit for the message you wish to review. (Please note: Unsent drafts are deleted after 14 days.)

CCIM MailBridge

- Home & News
- Help/FAQ
- Member Console
- Logout
- Create Message**
 - Message Wizard
 - Create General Message
 - Create Marketplace Message
 - Create U.S. Have Message
 - Create U.S. Want Message
 - Create International Have Message
 - Create International Want Message
- Queue Management**
 - View Mail Drafts
 - View Sent Mail

Messages

Subject:[CCIM HAVE] (No Subject)
ID:218
Entered: 04/03/2009 - 3:10 PM
Modified: 04/03/2009 - 3:10 PM
Delay Time: 04/03/2009 - 3:20 PM
View Edit
Status:draft
Subject:[CCIM HAVE/4S/IND/V1-] (No Subject)
ID:217
Entered: 03/18/2009 - 1:12 PM
Modified: 03/18/2009 - 1:12 PM
Delay Time: 03/18/2009 - 1:00 PM
View Edit
Status:draft
Subject:[CCIM GEN/PORTFOLIO] (No Subject)
ID:216
Entered: 03/12/2009 - 2:35 PM
Modified: 03/12/2009 - 2:35 PM
Delay Time: 03/12/2009 - 2:40 PM
View Edit
Status:draft
Subject:[CCIM GEN/EXPERT] TEST
ID:215

Edit goes right back to the message editor

Working with Sent messages

Click on “View Sent Mail”. The sent mail listings offer more information than the draft mail queue. Options on messages include “view,” and on very recently submitted messages, “recall.” A message can only be recalled if the backend system has not started processing the message. A message in this state is “submitted.” Recalled messages are put back into a draft state and can be found view the draft queue.



Messages

Subject:[CCIM GEN/ANALYSIS] TEST NO CAND

ID:209

Entered: 03/03/2009 - 4:32 PM

Modified: 03/03/2009 - 4:34 PM

Delay Time: 03/01/2009 - 1:00 PM

[View](#)

Status:sent

Processed:1 recipients

Subject:[CCIM GEN/ANALYSIS] CAND TEST 2

ID:207

Entered: 03/03/2009 - 4:28 PM

Modified: 03/03/2009 - 4:30 PM

Delay Time: 03/02/2009 - 4:00 PM

[View](#)

Status:sent

Processed:2 recipients

Subject:[CCIM GEN/OTHER] CANDIDATE TEST

ID:206

Entered: 03/03/2009 - 4:20 PM

Modified: 03/03/2009 - 4:27 PM

Delay Time: 03/01/2009 - 1:00 PM

[View](#)

Status:sent

Processed:1 recipients

Subject:[CCIM GEN/OTHER/IN] Optional TEST MAP SELECT IN

ID:205

Entered: 03/03/2009 - 1:22 PM

Modified: 03/03/2009 - 1:24 PM

Delay Time: 03/02/2009 - 2:00 PM

[View](#)

Status:sent

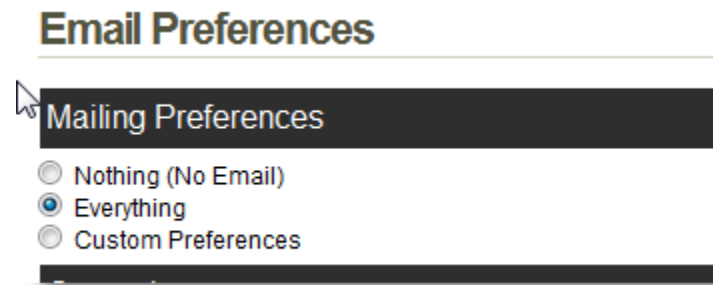
Processed:1 recipients

If a message status is "sent" or "inprocess", processed will show the number of CCIMs to whom the message was sent.

Set your mail preferences (Manual method)

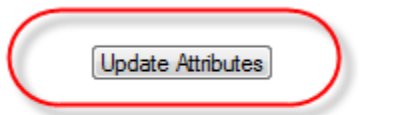
In order to make sure you get the most out of MailBridge, set your preferences for the types of messages you wish to receive. If you check "Everything", the detailed preferences are ignored and you get all mail. Check "Custom Preferences" to set up matching preferences for your MailBridge mail.

If you have checked "Everything", the checkboxes for custom preferences are disabled. You must select "Custom" to set custom preferences.



If you select “Nothing”, you will not receive any MailBridge mail, nor will you be able to send mail through MailBridge.

Be sure to click “Update Attributes” at the bottom of the screen to save your preferences.



Preferences are categorized to match the specifications set by the senders. Each group has a *Select All* checkbox to speed up the process of selection.

Email Preferences

Update Preferences

Mailing Preferences

- Nothing (No Email)
- Everything
- Custom Preferences

Message Type Preferences

- General
- Marketplace
- U.S. Have
- U.S. Want
- International Have
- International Want

Select All

Set Message Type Preferences

[Set General Preferences](#)

[Set Marketplace Preferences](#)

[Set U.S. Have Preferences](#)

[Set U.S. Want Preferences](#)

[Set International Have Preferences](#)

[Set International Want Preferences](#)

Update Preferences

The CCIM MailBridge system allows you to turn on and off message types. After turning on the message type, choose specific preferences for that type by selecting the link. The page will update with preferences for that message type.



Set Message Type Preferences

[Set General Preferences](#)

[Set Marketplace Preferences](#)

[Set U.S. Have Preferences](#)

[Set U.S. Want Preferences](#)

[Set International Have Preferences](#)

[Set International Want Preferences](#)

U.S. Have Preferences

For Sale/Lease

- For Sale
- For Lease
- For Exchange

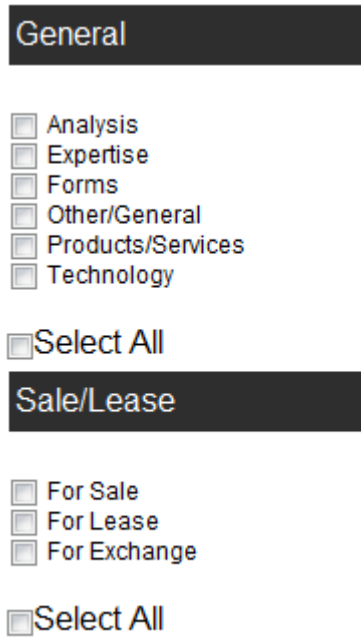
Select All

Property Location

In the General section, Designees will send out general questions classified by the category.

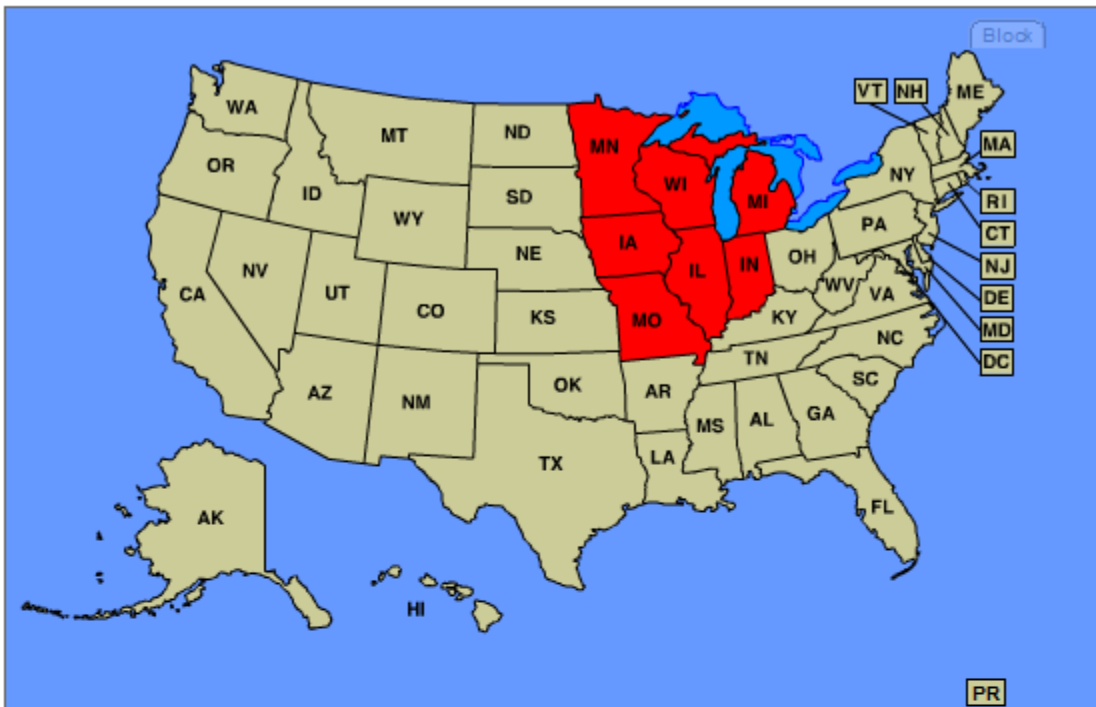
The “rules for classification are:

- Analysis: How do I analyze this?
- Expertise: I’m looking for someone with expertise in ...?
- Products/Services: Does anyone know a company/product that does...?
- Forms: Does anyone have a form for this?
- Technology: What technology should I use for...?
- Other/General: None of the above



The screenshot shows a web interface with two sections. The first section is titled "General" and contains a list of checkboxes: Analysis, Expertise, Forms, Other/General, Products/Services, and Technology. Below this list is a "Select All" checkbox. The second section is titled "Sale/Lease" and contains a list of checkboxes: For Sale, For Lease, and For Exchange. Below this list is a "Select All" checkbox.

State



- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Alabama | <input checked="" type="checkbox"/> Illinois | <input type="checkbox"/> Montana | <input type="checkbox"/> Puerto Rico |
| <input type="checkbox"/> Alaska | <input checked="" type="checkbox"/> Indiana | <input type="checkbox"/> Nebraska | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> Arizona | <input checked="" type="checkbox"/> Iowa | <input type="checkbox"/> Nevada | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> Kansas | <input type="checkbox"/> New Hampshire | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> California | <input type="checkbox"/> Kentucky | <input type="checkbox"/> New Jersey | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Louisiana | <input type="checkbox"/> New Mexico | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Maine | <input type="checkbox"/> New York | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> Maryland | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> North Dakota | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Florida | <input checked="" type="checkbox"/> Michigan | <input type="checkbox"/> Ohio | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Georgia | <input checked="" type="checkbox"/> Minnesota | <input type="checkbox"/> Oklahoma | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> Mississippi | <input type="checkbox"/> Oregon | <input checked="" type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Idaho | <input checked="" type="checkbox"/> Missouri | <input type="checkbox"/> Pennsylvania | <input type="checkbox"/> Wyoming |

Select All

International

- Canada
- Mexico
- Americas
- Africa and Middle East
- Asia
- Europe

Select All

Property Type

- Hospitality
- Industrial
- Land
- Multi-Family
- Office
- Retail
- All/Other

Select All

Offer Value

- Under \$1 million
- \$1 million - \$10 million
- Over \$10 million

Select All

Set your mail preferences (Wizard method)

Select the Preference Wizard under Options on the sidebar.

Options

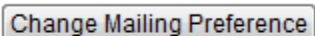
- Preference Wizard**
- Email Preferences

The system presents 5 “quick” settings.

Preference Wizard

Everything Custom: Automatic Custom: Single Map Custom: Full Control Nothing

Click on the slide above your choice, then click Change Mailing Preference.



Everything means you want to see all CCIM MailBridge messages.

Custom Automatic sets the STATE preference to your state (based on your business address) and turns off international messages. If you are located outside the US, then international messages are enabled and US messages are disabled. All message types are selected.

Custom Single Map sets all MailBridge preferences based on your map choices.

Custom Full Control is the same as manually setting all options.

Nothing means that you do not want to receive any CCIM MailBridge mail. When you choose **Nothing**, you will not be able to send any MailBridge messages. (This seems only fair.)

Terms of Use

The most current version of the Terms of Use are always available on the CCIM MailBridge website at <http://mailbridge.ccim.com/mailbridge/terms.jsp>. Senders must agree to the terms each time a message is sent. Violations of the terms of service may result in suspension of one's ability to send messages through the system.

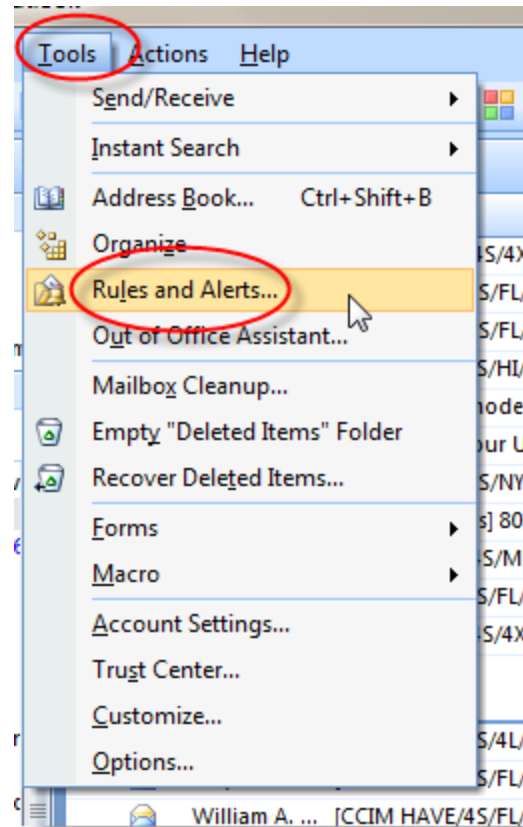
Automatic Message Scheduling

MailBridge enforces a "one message per day" rule for each sender. If a sender logs in to MailBridge and posts six messages in a row, MailBridge will automatically use the embargo feature to schedule the first message for immediate delivery, the second one for 24 hours later, the 3rd for 24 hours after that, and so on. If the sender already has a future-scheduled message in the queue, it will look for the next free 24 hour window to avoid delivering two messages for the same sender within 24 hours.

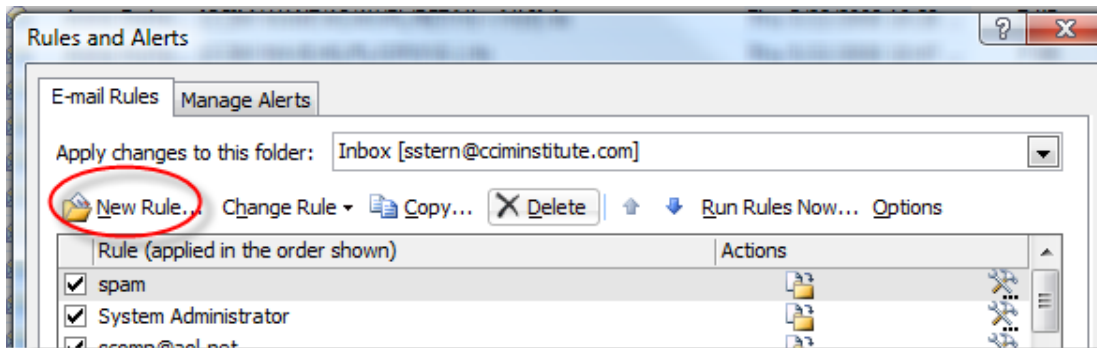
Handling CCIM MailBridge Mail in Outlook

Most people find it useful to store CCIM MailBridge messages in a separate Outlook folder. The following shows how to do this. For the purposes of the demonstration, a folder named "CCIM Lists" has been created within Outlook.

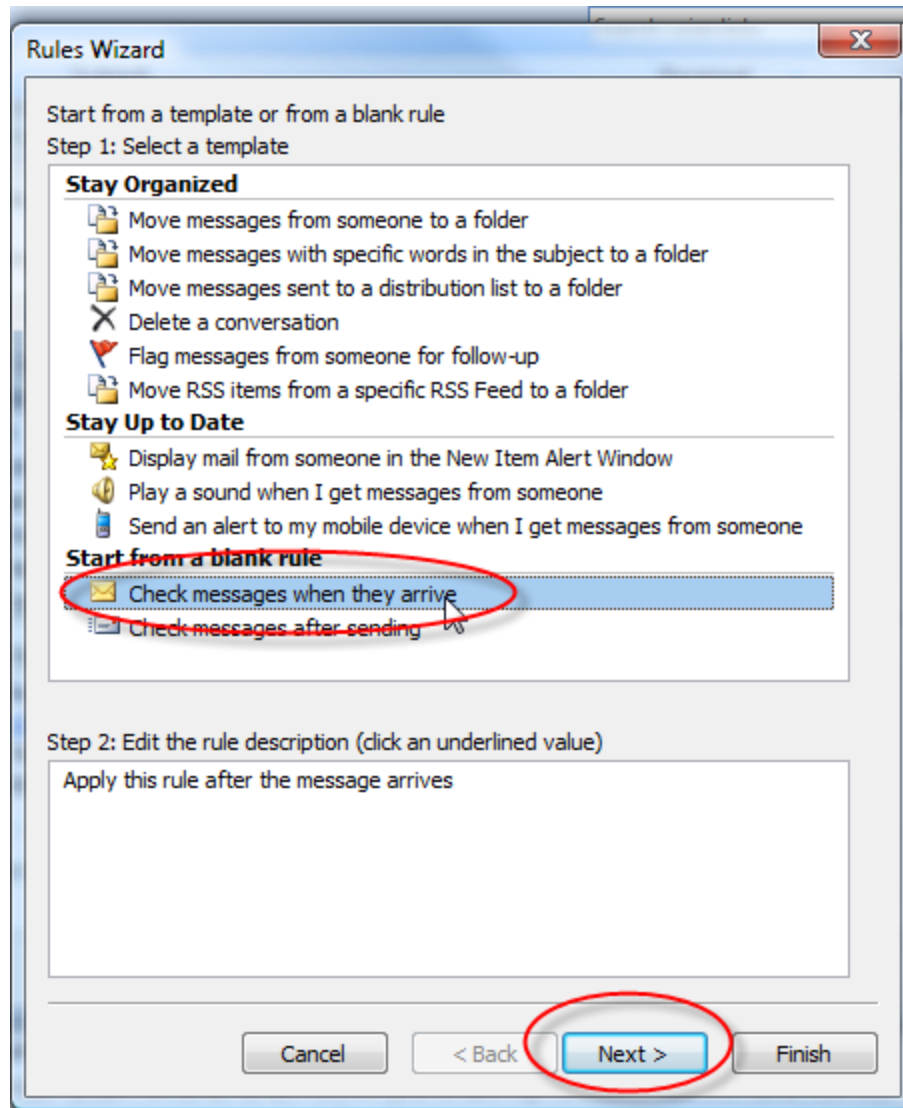
From the TOOLS menu, select RULES AND ALERTS.



Create a NEW RULE

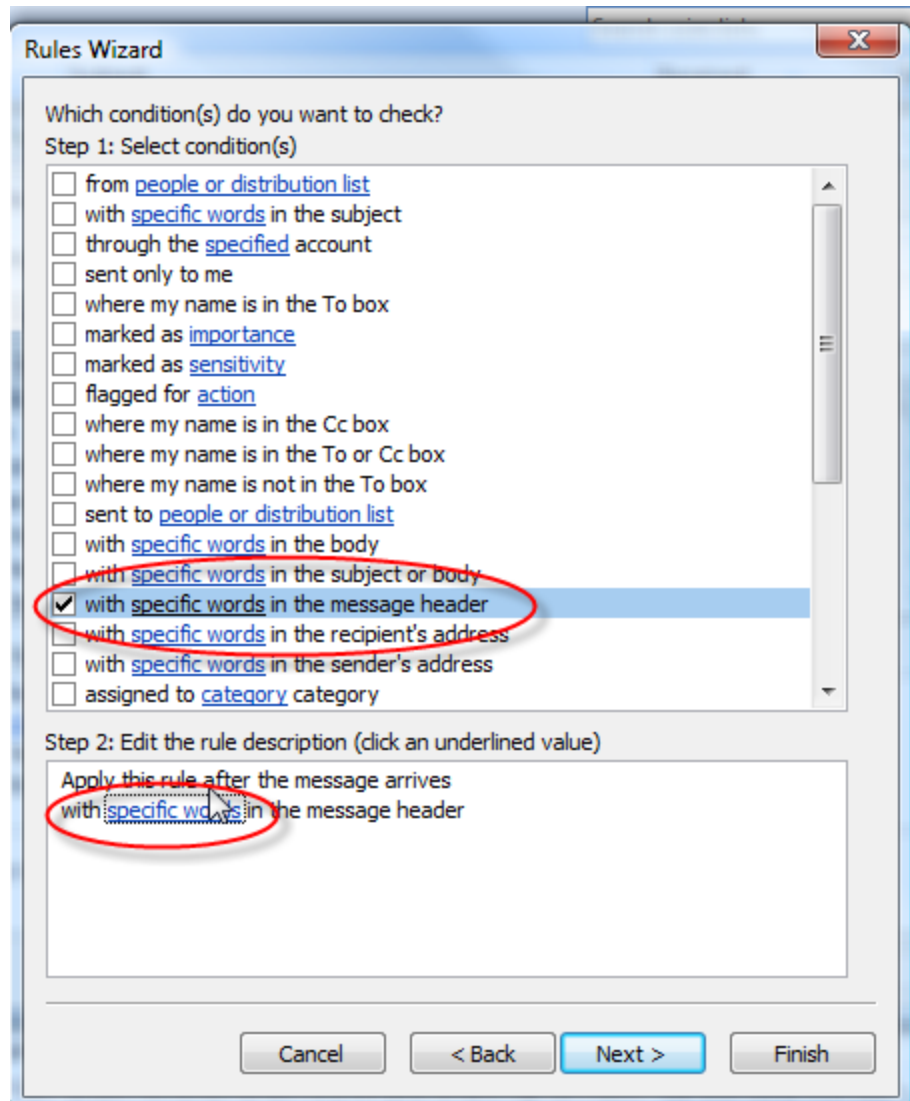


The rule checks
message as the arrive

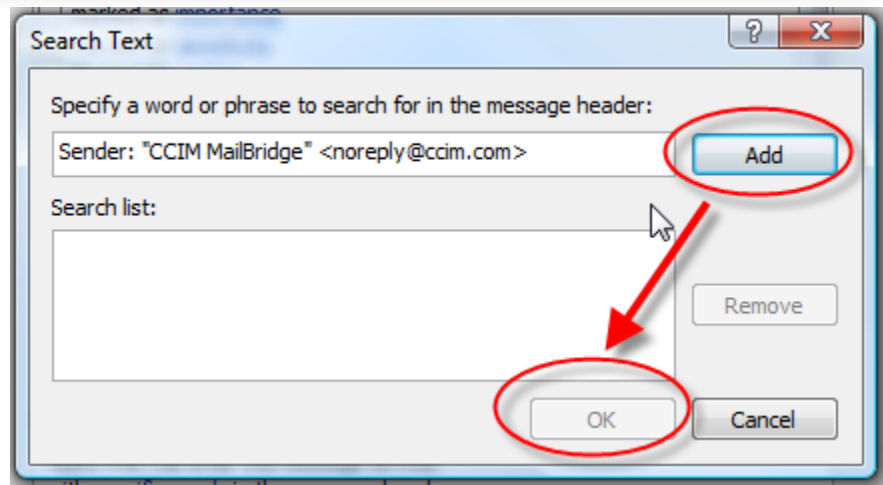


And looks for a specific phrase in the message header. (Message headers are not normally visible to you.)

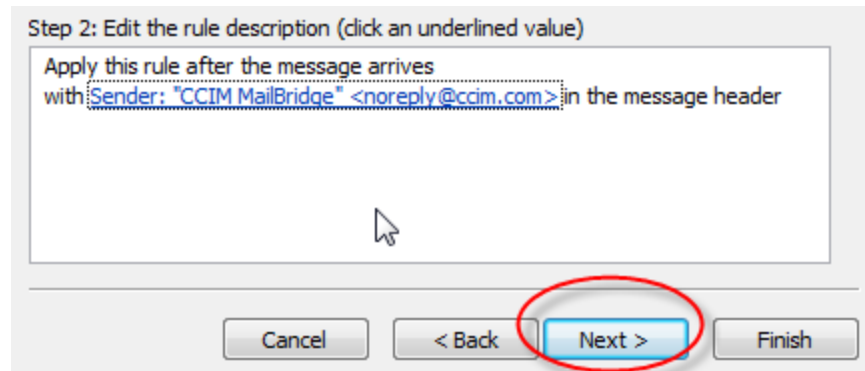
Click on “specific words” in the lower part of the panel.



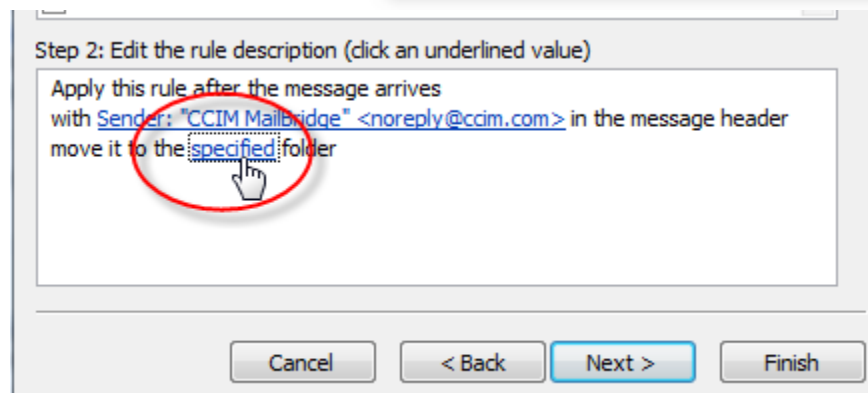
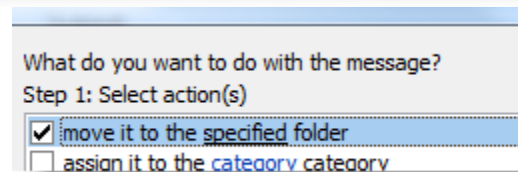
Enter the text exactly as shown, then click ADD, then OK.



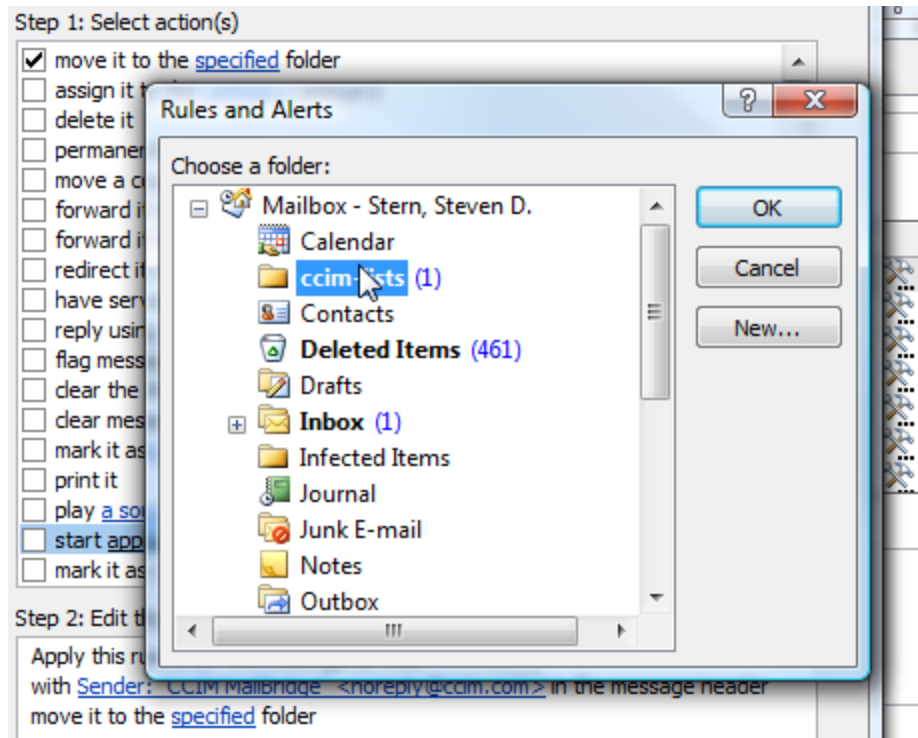
Click NEXT to
continue creating the
rule



Check “move it to the
specified folder”, then
click on “specified” in
the lower part of the
panel.



This opens a list of your folders. Select the target folder. Click OK.



That's it. Click FINISH to exit. The rule is added to the top of your list of rules.

