



## Contact Email Opt-Out/Opt-In Procedure

Matrix emails are delivered from [postmaster@matrixmail.ntreismls.com](mailto:postmaster@matrixmail.ntreismls.com) and will display your name. You may want to instruct your client to add this address to their email contacts to avoid having the emails sent to their Junk mail folder.

In order to ensure consistent Email Delivery, Matrix will do what it can to make sure the emails it sends are valid and wanted. All Emails sent have an “Unsubscribe” link that provide recipients the ability to opt-out of future emails. The procedure is the same whether you are sending direct emails to your Matrix Contact or if you have auto-emails set for your Contact, though the wording and options vary slightly. The client has the ability to opt back in to your emails simply by sending an email (must be from the opted-out email) to: [optin.ntreis@matrixemailer.com](mailto:optin.ntreis@matrixemailer.com).

Note that Matrix also monitors SPAM reports from popular email providers and prevents emails to those addresses as well. In cases where a recipient has marked an email as SPAM, simply re-subscribing might not be enough – they would need to contact their email provider.

### Direct Email Options:

*When your Contact clicks the unsubscribe button on a direct email you have sent from Matrix, they will see the following options:*

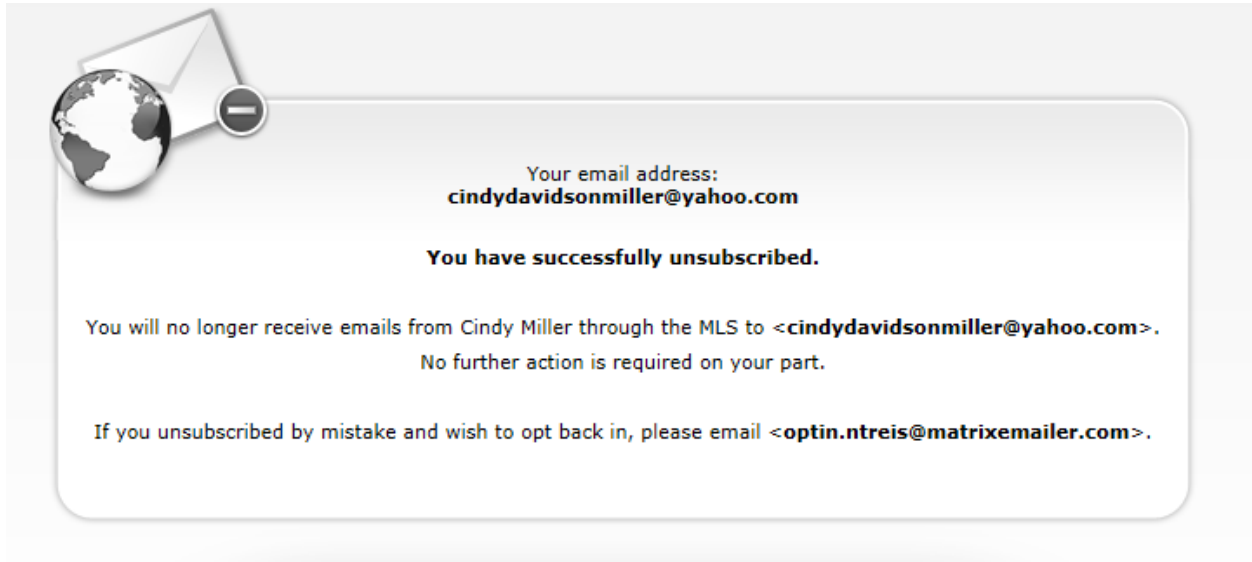
Your email address:  
**cindydavidsonmiller@yahoo.com**

Unsubscribe from ALL future system emails from Cindy Miller [Details](#)

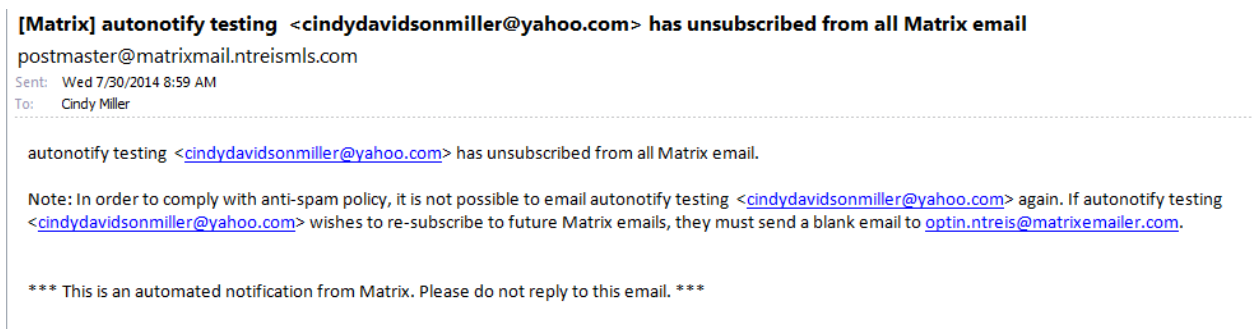
Unsubscribe from all future system emails from ANY real estate agent at the MLS/Board. [Details](#)

[Add a comment.](#)

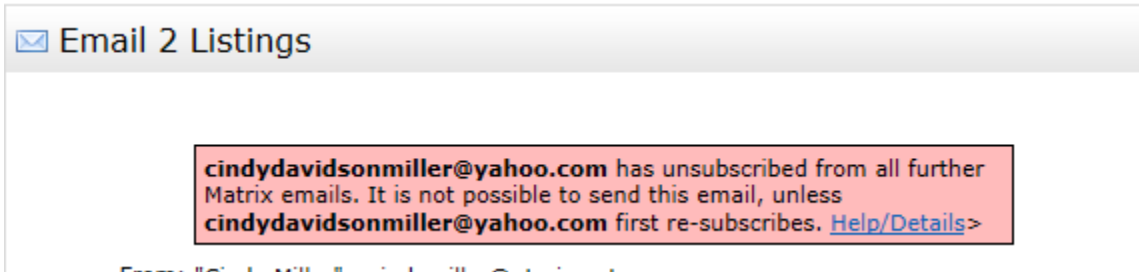
Once they have made a selection and hit the "Unsubscribe" button, they will be presented with the following on-screen message:



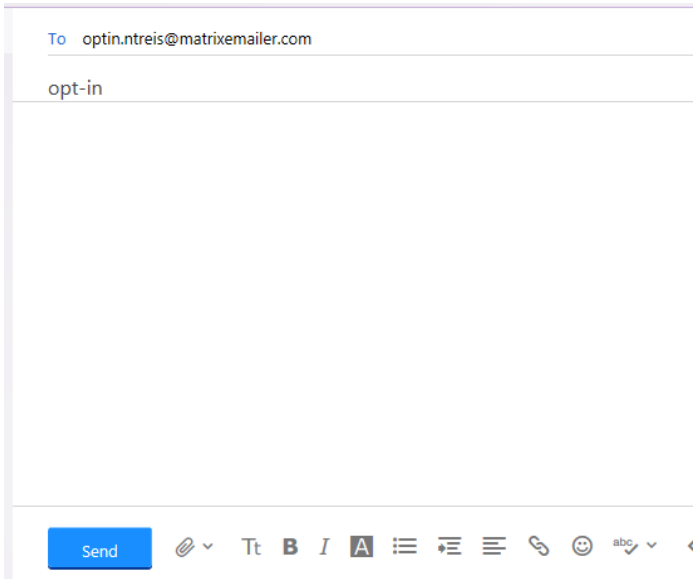
As the agent, the system will immediately email the following notification to you:



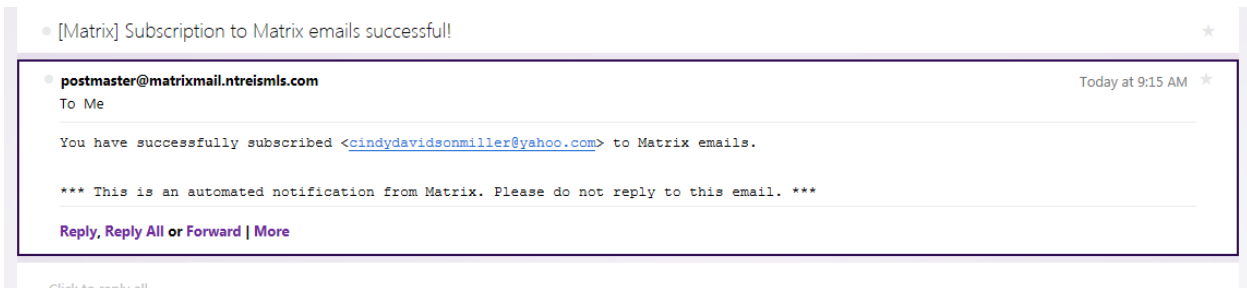
*In addition, if you attempt to send another email to this contact from the Matrix system, you will see this message, with additional help providing instructions for opt-in:*



*Your contact may opt back in to emails at anytime...*

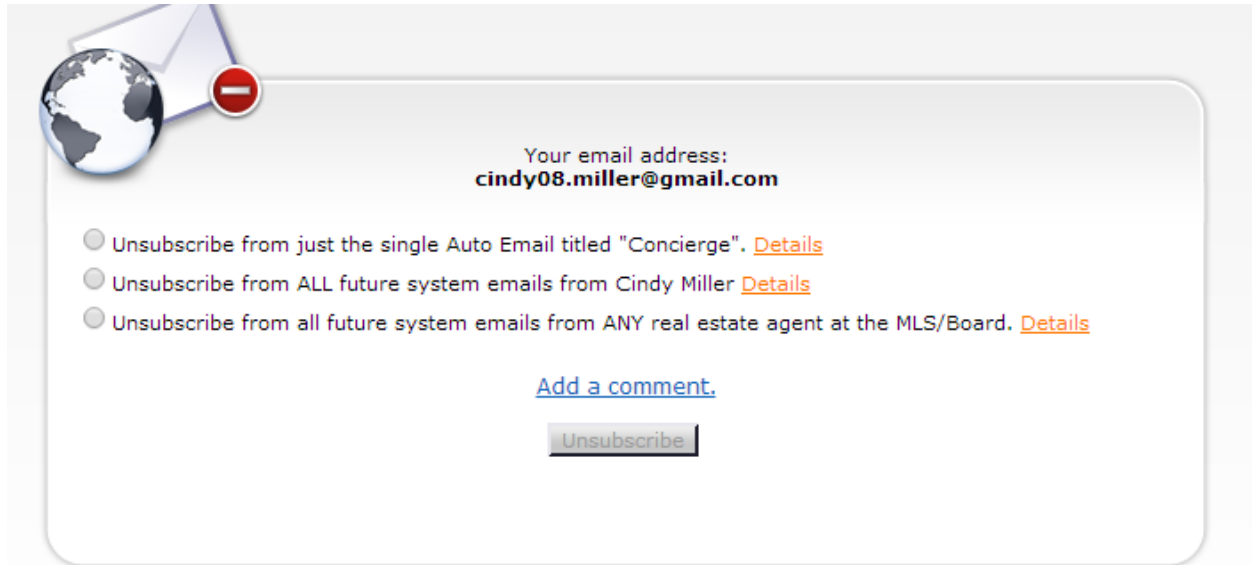


*...and will receive a confirmation email that they have successfully subscribed:*



## Auto-Email Options:

For Contacts you have set up for auto-email notifications, the procedure is the same, although they have the additional option to unsubscribe only from a specific search:



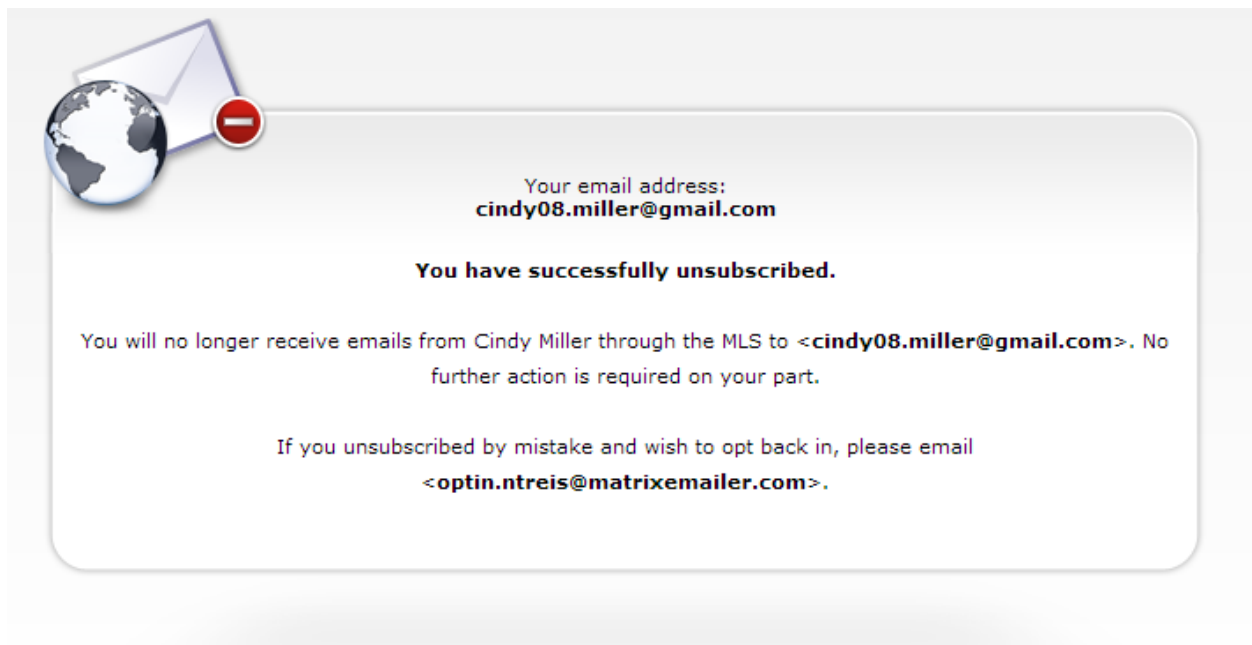
The screenshot shows a notification box with a globe and envelope icon in the top left corner. The text inside the box reads: "Your email address: cindy08.miller@gmail.com". Below this, there are three radio button options, each followed by a "Details" link. The options are: "Unsubscribe from just the single Auto Email titled 'Concierge'", "Unsubscribe from ALL future system emails from Cindy Miller", and "Unsubscribe from all future system emails from ANY real estate agent at the MLS/Board". At the bottom of the box, there is a blue link "Add a comment." and a grey button labeled "Unsubscribe".

Your email address:  
**cindy08.miller@gmail.com**

- Unsubscribe from just the single Auto Email titled "Concierge". [Details](#)
- Unsubscribe from ALL future system emails from Cindy Miller [Details](#)
- Unsubscribe from all future system emails from ANY real estate agent at the MLS/Board. [Details](#)

[Add a comment.](#)

They receive the confirmation message on screen with instructions for opt-in:



The screenshot shows a confirmation message box with a globe and envelope icon in the top left corner. The text inside the box reads: "Your email address: cindy08.miller@gmail.com". Below this, it says "You have successfully unsubscribed." followed by a paragraph: "You will no longer receive emails from Cindy Miller through the MLS to <cindy08.miller@gmail.com>. No further action is required on your part." At the bottom, it says "If you unsubscribed by mistake and wish to opt back in, please email <optin.ntreis@matrixemailer.com>."

Your email address:  
**cindy08.miller@gmail.com**

**You have successfully unsubscribed.**

You will no longer receive emails from Cindy Miller through the MLS to <cindy08.miller@gmail.com>. No further action is required on your part.

If you unsubscribed by mistake and wish to opt back in, please email  
<optin.ntreis@matrixemailer.com>.

*As the agent, you receive an email notification...*

**[Matrix] Cindy miller <cindy08.miller@gmail.com> has unsubscribed from all Matrix email**

postmaster@matrixmail.ntreismls.com

sent: Wed 7/30/2014 9:20 AM

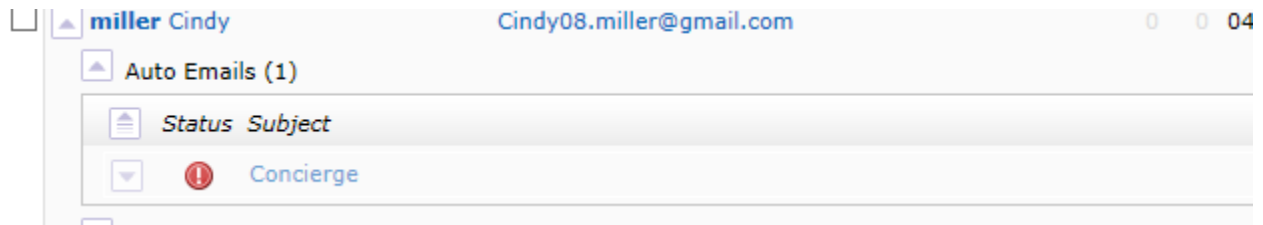
to: Cindy Miller

Cindy miller <cindy08.miller@gmail.com> has unsubscribed from all Matrix email.

Note: In order to comply with anti-spam policy, it is not possible to email Cindy miller <cindy08.miller@gmail.com> again. If Cindy miller <cindy08.miller@gmail.com> wishes to re-subscribe to future Matrix emails, they must send a blank email to [optin.ntreis@matrixemailer.com](mailto:optin.ntreis@matrixemailer.com).

\*\*\* This is an automated notification from Matrix. Please do not reply to this email. \*\*\*

*and now when viewing your Matrix Contact, the auto-email that has been opted out will show a red warning symbol. Hover over the symbol to see that this search is "disabled by client":*



*Once the client has followed the opt-in procedure, you may once again begin sending emails.*

It is important than all users be considerate when sending emails; be sure you have obtained permission from your contacts as it is unprofessional to spam unwilling recipients. Unsolicited emails are likely to be reported as SPAM, which causes popular email providers to block all emails from the Matrix postmaster, negatively affecting you and your fellow professionals!