

## The NDR Processor

*Why are emails I send from NTREIS Listings/Tempo not reaching my customers?*

There are many reasons why some emails don't reach their intended recipient; most are usually temporary such as:

- Recipient's mailbox is full.
- Temporary problem with the recipient's email account.
- Temporary network problems exist.

When an email fails to reach a recipient due to a temporary problem, it's called a "soft bounce." This type of failure doesn't require any special handling.

However, other problems are permanent in nature, such as trying to send an email to an invalid address.

These failed messages are known as "hard bounces" and they *do* require special handling. If hard bounce problems aren't handled, they can place a heavy burden on a mail server which can ultimately affect NTREIS users.

Tens of thousands of emails are sent by NTREIS users to their customers and prospects each day. If they sent a large number of invalid messages, internet service providers (ISPs) may interpret it as spam and could block all email from NTREIS Listings/Tempo.

Agents who send undeliverable emails may not know it so these "hard bounce" problems often go uncorrected which, in turn, results in more invalid emails.

On November, 15, 2006 NTREIS will be implementing an automated process that identifies the recipient address of each undeliverable email. The process will look in the NTREIS database to find any prospect with the undeliverable email address.

If a prospect record is found, the agent who "owns" the prospect is emailed a notification of the error along with the reason for the error. Please note that this process can't determine the address of the agent who sent the undeliverable email, only the address of the intended recipient so if more than one agent is working with a particular prospect with an invalid email address, each agent will receive a non-delivery notification (even those who did not send an email) so the correction can be made.