

Why Your Personal Email Address Could Be Hurting Your Business

Your email is an extension of your business. Make sure it leaves a good impression when you share it with people. Let's be honest, jane_smith77@yahoo.com or jbsmith31@gmail.com doesn't carry the same weight of authority as Jane@janesrealtym.com.

Real estate agents are – with good reason – often hesitant to use their broker's email server. We get that. But you can still maintain your flexibility and have an email that adds to your brand by using a personal branded email address in another way. You can do this easily by using G Suite and your personal domain name, like JanesRealtyTeam.com. (And don't worry, if you're not into Google, there are other options out there too, such as Bluehost or Zoho.)

Here's more you should know about using branded email to boost your business:



Make sure people know about your new email

Make sure you set up email forwarding from your old account so nothing is lost. However, you're also going to want to update your address in MLS, on your social media accounts and eventually on your physical business cards. Make sure associations you belong to know about your new email as well, and even consider sending out a message to your partners and previous customers that your email address has changed. Think outside the box to promote your new brand.



Set up general email accounts too

First, make sure you're setting up your email the right way: use a standard format for every address on the domain, don't use numbers and don't use nicknames. Then, be sure to create one or two general accounts like contact@yourdomain.com or info@yourcompany.com because these are easy-to-remember, generic addresses that can serve as another entry point for potential customers.



Make sure you're using two-factor authentication

Security is more important than ever. We should all be using two-factor authentication, no matter what server our email is on. If you choose G-Suite, it's as easy as requiring a verification code whenever you log in from a new computer.

For more information please visit: www.charter-title.net

