



commercial broadcast

EMAIL SERVICE

[FAQ](#) • [HELP](#) • [GUIDELINES OF USE](#)

BENEFITS OF MEMBERSHIP

Access a network of 1500+ Commercial REALTORS® across British Columbia. The **Commercial Broadcast Email Service (CBES)** provides Commercial members with the ability to send and receive vital information on commercial sales and leasing as well as exchange professional knowledge questions relating to commercial real estate.

As a sender your message is delivered only to those members who want to receive it. When you receive an email, rest assured it matches your notifications (preferences) which you can change at any time.

The following contents are available to assist you when using the Commercial Broadcast Email Service:

Contents

- Who can send and receive broadcast emails?..... 2
- Set your Notifications to receive only the emails you want 2
- What types of messages can I send? 2
- How often can I send the same email? 2
- How do I send a broadcast email?..... 4
- How do I add an image? 6
- How will I receive a commercial broadcast email? 7
- Can I search for emails previously sent?..... 8
- How do I change what types of emails I receive? 8
- Obtain Analytics on Sent Emails..... 10
- Not Receiving Emails. 11
- Monitoring Emails 11
- Disclaimers 11

Who can send and receive broadcast emails?

Only members of a participating Commercial Network, Division, Council, Zone, or BC member of the Canadian Commercial Network of REALTORS® may send and receive broadcast emails.

Set your Notifications to receive only the emails you want

Each member may set their subscription notifications based on 'Region of Interest' as well as by 'Property type'. Members can also decide whether to subscribe to the 'Professional Knowledge' questions.

What types of messages can I send?

- Messages must be related to **commercial real estate ONLY**. Any member sending information outside the scope of commercial real estate risks losing access to the service. All emails will be monitored.
- **Approved Commercial Education and Professional Development Information** are eligible to broadcast. These messages must be approved by Board staff & will be distributed under the Professional Knowledge category. For approval, email: commercialbroadcast@gvrealtors.ca.
- Messages must be **brief and professional**. Messages which are brief, and professional are better received and more likely to be read by your colleagues. Please check your spelling, grammar, and content of each message prior to sending. Once the email is sent, there is no retrieving it.
- **Please DO NOT submit for broadcast:**
 - Previously sent emails if the listing or request has not changed.
 - Personal or unrelated messages
 - Recruiting or "help wanted" messages
 - Personal business advertisement
 - Services offered by a third-party provider or
 - "Haves or Wants" from a non-Commercial Network/Division/Zone/Council members

How often can I send the same email?

- To avoid spamming and to ensure this service remains relevant, **members cannot send the same commercial broadcast within a six-month period.**
- Please refrain from sending multiple emails in one day.
- A maximum of **three (3)** emails per day.

HAVES

- Commercial Listings can be broadcast in two instances:
 - When the MLS® or non-MLS® listing first comes to the market or
 - When there is a significant change in your existing listing. Please use professional judgment. Examples of a significant change would be a: price change, rezoning of property, seller to carry significant portion of price, or any other significant change that was not available at the time of the original listing.

HAVE Example:

New - Office for Sale - Ladysmith, BC

- Price: \$2,475,000
- Selling Commission: X%
- Size: 20,000 sq. ft.
- Tenancies: 5 existing tenants, 0% vacancy
 - Lot Size: 0.5 Acres, 100' x 200'
 - Cap Rate: 6.5%
- Notes: Vendor motivated, assumable financing details in package

WANTS

- Commercial real estate opportunities, including specific client mandates, referrals, and co-listing opportunities.

WANT Example:

Client: ABC Franchise

Requirements: National tenant is sourcing spaces between 1,500 and 2,000 SF in the Kelowna area. Foot traffic must be good and visual exposure a must. Optimal rates range from \$20 to \$35 per square foot.

PROFESSIONAL KNOWLEDGE

PROFESSIONAL KNOWLEDGE Example:

I currently have a church property listed in Vancouver and was looking for member input on a few recommended appraisal firms that specialize in institutional/church related work.

- Professional knowledge emails are questions to members related to commercial real estate.
- Approved Education and Professional Development opportunities offered to all members.

How do I send a broadcast email?

1. Visit <https://bc.commercialbroadcast.ca> or access the email manager directly from an email you have received, by clicking on the '**Compose**'. Read and accept the terms and conditions of use.

2. Click on the **Compose** button



3. To Compose a message:

1. Always enter a Message Subject
2. Using the drop-down box, select **Message Type** – Have, Want, or Professional Knowledge.
3. Using the drop-down box, select **Transaction Type** -For Sale or Lease, For Sale, or For Lease
4. Using the drop-down box, select the **Property Type** – Retail, Office, Industrial, Land, Multi-family, Agri-business, Business or Institutional.
5. Using the drop-down box, select the **Area** / Region of Interest (B.C. Economic Regions).
 - o For **Have** emails, choose **ONLY** the region where the property is located.
 - o For **Want** emails, choose **ALL** the areas / Regions of Interest that apply.

Broadcast Email

Message Subject:

1

Message Type:

Transaction Type: 2

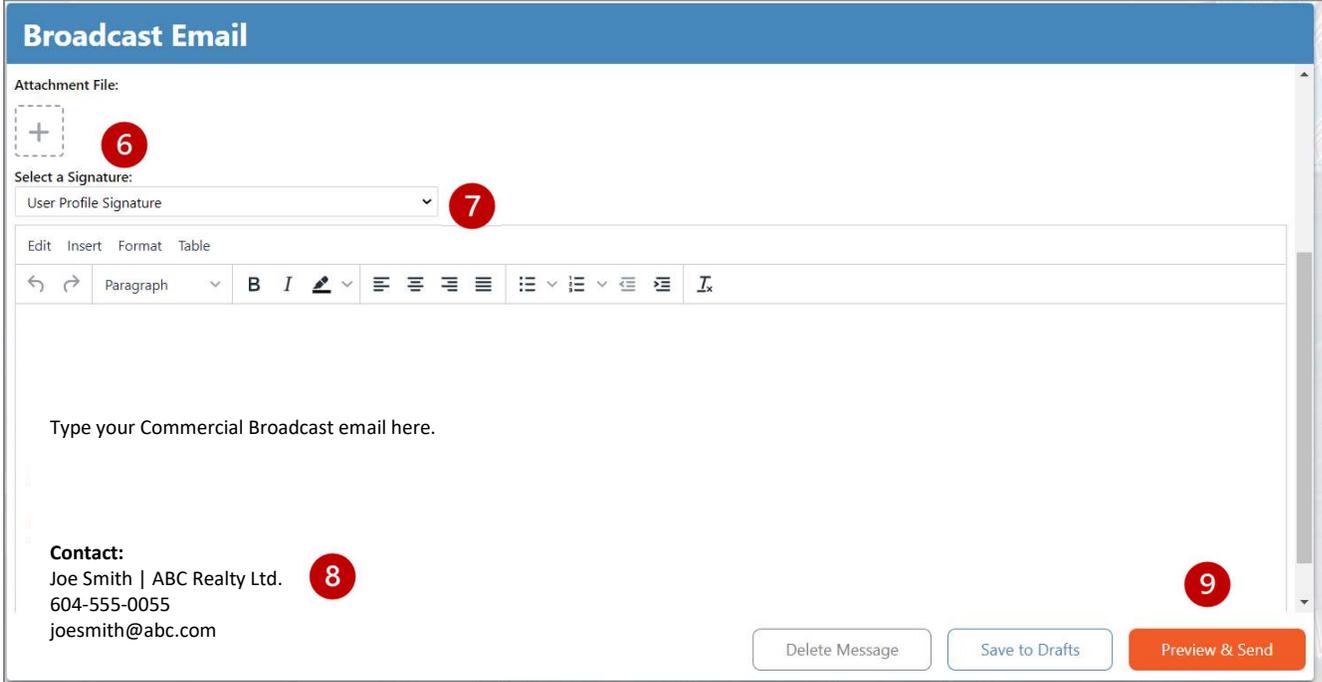
Property Type: 3

Area: 4

Area: 5

- Greater Vancouver
- Fraser Valley/Chilliwack
- Victoria/Vancouver Island
- Thompson/Okanagan
- Cariboo
- North Coast/Nechako Region
- Northeast Region
- Kootenay Region

6. To **attach a file**, click on the  and select your file (File can be no larger than 10MB)
7. Using the drop-down box, select your **User Profile Signature**
 - o **IMPORTANT** - If you create and use a different signature, be sure to delete the one that auto-populates based on previously sent emails.



8. Working with the full feature web editor, type your message, as well as add hyper-links or attachments.
 - o Your contact information including your Name, Company Name, phone number and email address are already displayed in the body of the email.

9. You can preview your message to proof it before sending or save it as a draft to finish it later.

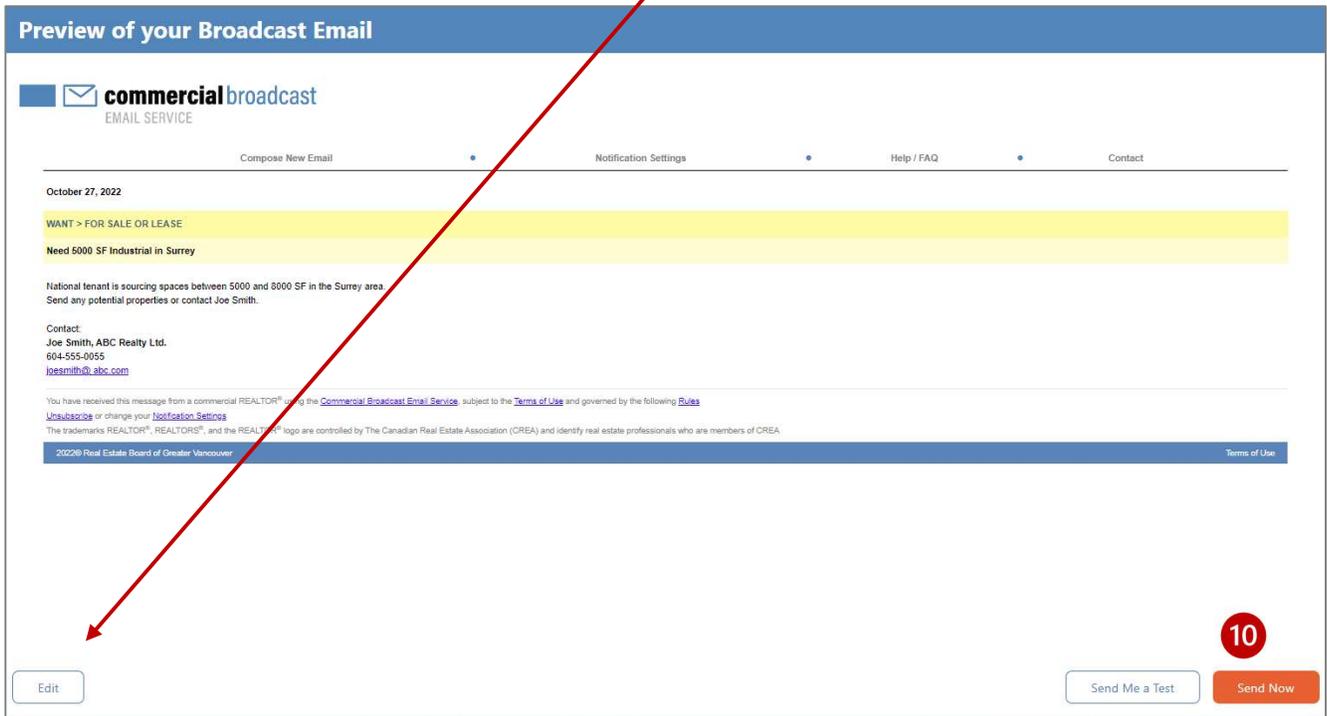


10. Once you have confirmed the contents of your email, you can either send yourself a test or go ahead and send the email.



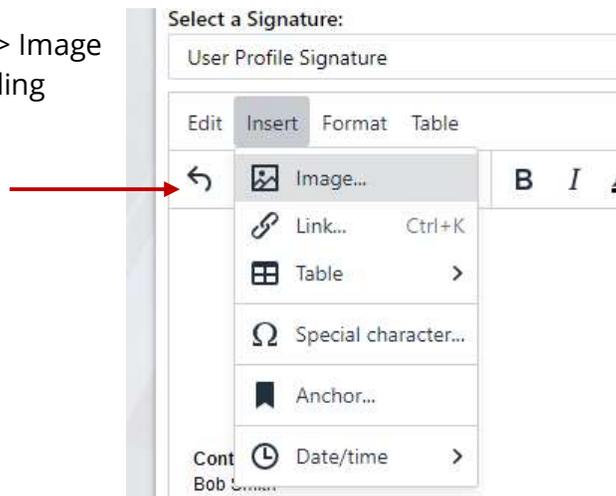
- o Once you click on '**Send Now**' and the Commercial Broadcast matches your mail to the appropriate group of recipients who have subscribed to the area of interest and property type specified in the message.

11. To make changes to the email, click on the edit button on the bottom left-hand side of the preview.

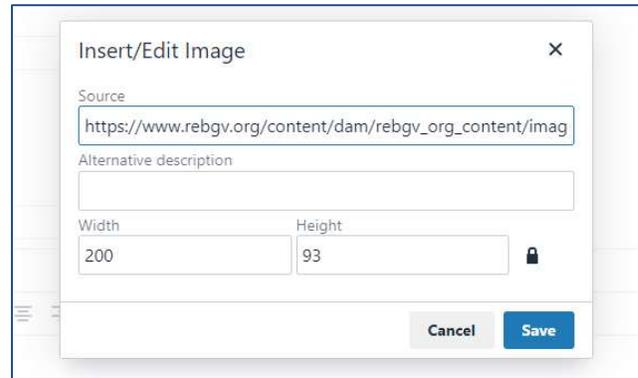


How do I add an image?

Images can be added under the Insert > Image menu in the editor. CBES supports adding images that are already online.



When you add an image, you need to know the web address of the image. You may optionally define the width and height for displaying the image, otherwise it will display at full size.



You may also insert images by copying HTML from a source such as a website, but some formatting may be removed by the editor. In the example below, we've copied some content from realtylink.org to the editor by selecting, copying, and pasting the content.

Broadcast Email

Multifamily

Area: Greater Vancouver

Attachment File:

Select a Signature: User Profile Signature

Edit Insert Format Table

Price:	\$13,500,000
Total Space Avail. For Lease (Rent):	23500 sqft
Lot Size:	21,000 sqft
Gross Property Tax:	\$35,056.74 /year

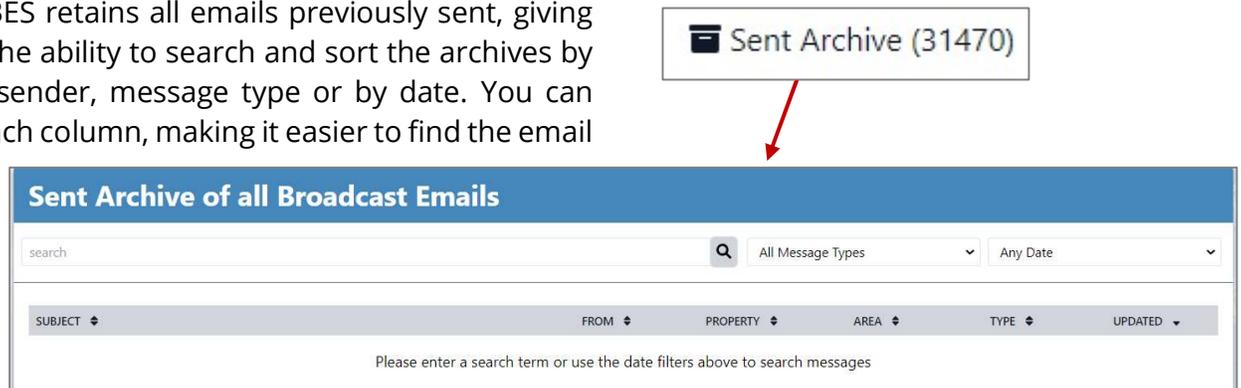
Messages sent as emails are delivered to your inbox. These emails contain a standard subject line based on the individual request. For example, *"Commercial Broadcast - Have - Vancouver - Institutional - Existing Church space for lease"*

Members are encouraged to use the **'rules feature'** in their email client to organize Commercial broadcasts messages desired folder or sort to their inbox.

You can use the subject line as sort feature as all emails have the words **Commercial Broadcast** as the first two words and these can be used to assist in creating rules or alerts.

Can I search for emails previously sent?

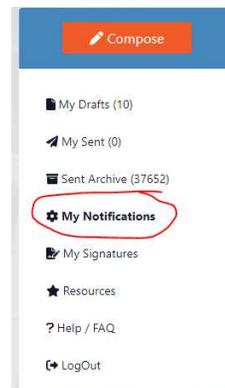
Yes, the CBES retains all emails previously sent, giving members the ability to search and sort the archives by key word, sender, message type or by date. You can also sort each column, making it easier to find the email you want.



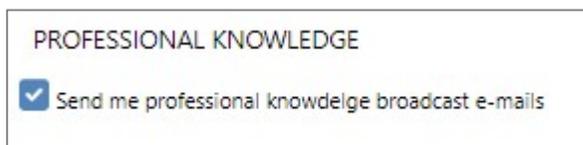
How do I change what types of emails I receive?

Members can at any time alter the type of emails they want to receive by adjusting their notifications.

Click on the My Notifications



Email Notifications are divided up by 'Regions of Interest and 'Property Type' and separated by the two tabs – For Sale and For Lease. There is also a toggle button at the top of the page that subscribes you to receive Professional Knowledge emails.



Simply click on the My Notifications and choose from the matrix of options as shown below:

Notification Settings

MANAGE ALL NOTIFICATION E-MAILS

Send me Commercial Broadcast notification e-mails
(Toggle off to temporarily or permanently suspend notifications from Commercial Broadcast)

PROFESSIONAL KNOWLEDGE

Send me professional knowledge broadcast e-mails

For Sale For Lease

REGIONS OF INTEREST	PROPERTY TYPES							
	Retail	Office	Industrial	Land	Multifamily	Agribusiness	Business	Institutional
<input checked="" type="checkbox"/> All Sale	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Greater Vancouver	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Fraser Valley/Chilliwack	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Victoria/Vancouver Island	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Thompson/Okanagan	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Cariboo	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> North Coast/Nechako Region	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Northeast Region	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Kootenay Region	<input checked="" type="checkbox"/>							

Cancel Save

Once you have made your selections, click on the Save button at the bottom left corner.

Sample: For Sale selections

For Sale For Lease

REGIONS OF INTEREST	PROPERTY TYPES							
	Retail	Office	Industrial	Land	Multifamily	Agribusiness	Business	Institutional
<input checked="" type="checkbox"/> All Sale	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Greater Vancouver	<input checked="" type="checkbox"/>							
<input checked="" type="checkbox"/> Fraser Valley/Chilliwack	<input checked="" type="checkbox"/>							
<input type="checkbox"/> Victoria/Vancouver Island	<input type="checkbox"/>							
<input type="checkbox"/> Thompson/Okanagan	<input type="checkbox"/>							
<input type="checkbox"/> Cariboo	<input type="checkbox"/>							
<input type="checkbox"/> North Coast/Nechako Region	<input type="checkbox"/>							
<input type="checkbox"/> Northeast Region	<input type="checkbox"/>							
<input type="checkbox"/> Kootenay Region	<input type="checkbox"/>							

Sample: For Lease selections

For Sale For Lease

REGIONS OF INTEREST	PROPERTY TYPES							
	Retail	Office	Industrial	Land	Multifamily	Agribusiness	Business	Institutional
<input checked="" type="checkbox"/> All Lease	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Greater Vancouver	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Fraser Valley/Chilliwack	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Victoria/Vancouver Island	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Thompson/Okanagan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Cariboo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> North Coast/Nechako Region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Northeast Region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					
<input checked="" type="checkbox"/> Kootenay Region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>					

To suspend all emails temporarily or permanently, use the toggle button located at the top of the My Notifications page.

MANAGE ALL NOTIFICATION E-MAILS

Send me Commercial Broadcast notification e-mails
(Toggle off to temporarily or permanently suspend notifications from Commercial Broadcast)

Obtain Analytics on Sent Emails

Obtaining email analytics is easy. Simply click on My Sent



Scroll down to the email you want the analytics for and information including Total recipients, total opens and Unique opens will be displayed. **Analytics are available for viewing up to 30 days after you have sent your email.**

Sent Broadcast Email

Attachments

Mailing Summary

MAILING SUBJECT	TOTAL RECIPIENTS	TOTAL OPENS	UNIQUE OPENS
Email Broadcasting and Q & A Monday, November 7, 2022 10:08:04 PM	915	348	240

Top Url Click Throughs

URL	UNIQUE	TOTAL
http://bccls.paragonrels.com/publink/default.aspx?GUID=310be30d-d326-49c5-9309-f12347cd9973&Report=Yes	7	14
http://bccls.paragonrels.com/publink/default.aspx?GUID=44b69dd6-ac1b-4701-93a1-84980c1dd1ca&Report=Yes	12	30

commercial broadcast
EMAIL SERVICE

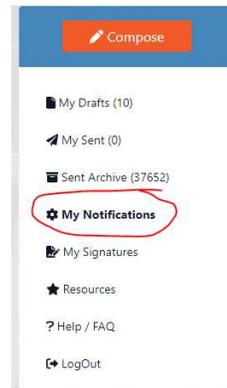
[Compose New Email](#) • [Notification Settings](#) • [Help / FAQ](#) • [Contact](#)

November 07, 2022

Not Receiving Emails.

Members who stop receiving emails are encouraged to check & save their notification settings.

Click on the My Notifications



If within 24 hours you still are not receiving emails, please contact our Support team at Greater Vancouver REALTORS® - support@gvrealtors.ca or call 604-730-3020.

Monitoring Emails

- All emails will be monitored.
- Please report any misleading or inappropriate messages to your Commercial Network, Division and/or Association or email commercialbroadcast@gvrealtors.ca.

Disclaimers

Greater Vancouver REALTORS® and its participating real estate associations are not responsible for the accuracy of information contained in messages broadcast by this service.

Participating associations make reasonable efforts to maintain current email addresses. However, they assume no responsibility for delivery of messages to any person or group.

If you are not receiving the Commercial Broadcast, please contact your local association to join the Commercial Division/Council/Zone or to confirm that your email address on file is correct.

Any member may opt out of the Commercial Broadcast by clicking on My Notifications and clicking on the toggle button at the top of the page to unsubscribe temporarily or permanently. Alternatively, contact your Commercial Division or Association.