

E-mail Essentials

- E-mail is a great tool for property management and customer service providing communication and documentation.
- E-mail is a mode of communication that is nearly instantaneous with special advantages and disadvantages.
- To the sender it's like talking; to the recipient it's like reading.
- A good e-mail :
 - ✓ has a purpose that's upfront, clear and concise,
 - ✓ doesn't ramble,
 - ✓ states clearly what action needs to be taken.
 - ✓ tells the reader if no action is needed.
- Think about how you would feel if you were the recipient of your message.
- Use the subject line to orient your reader.
- If your message needs an immediate response be sure to let your recipient know.
- Follow through on all e-mail you send to make sure it is received and understood. Don't assume; follow-up.
- If the situation is delicate or the matter would be easier understood on the phone or in person, call or use e-mail to arrange a meeting.
- If your intuition tells you that you don't want a written record - stick with oral communication.
- If you're unsure about the tone or text of an e-mail let it "cool off" before you send it. Get a second opinion.
- E-mail is excellent for keeping in contact with workgroups and making sure everyone's on the same page.
- E-mail attachments are a great way to send charts, photos, articles, etc.
- If it's a particularly important e-mail, leave a voice mail to let the recipient know what to expect.
- Reply to all personal e-mails immediately to let the sender know it has been received and what action's being taken.
- A little e-mail etiquette - **WRITING ALL IN CAPITAL LETTERS** is considered rude and is the equivalent of shouting at someone.
- Remember bad writing is expensive and e-mail will only accelerate the effect.

