

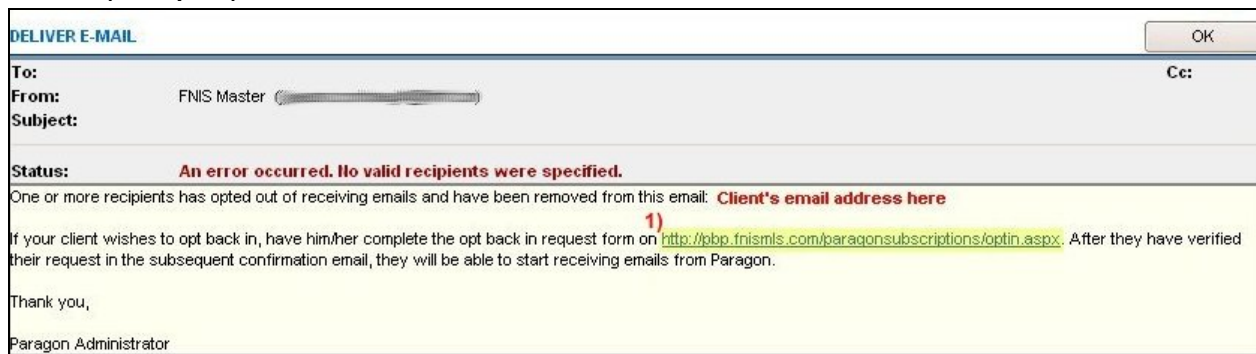
October 2006

How to Opt-in a client that has Opted-out.

To be compliant with the CAN-Spam Act of 2003, all Paragon emails now include a link which allows the recipient to opt-out of receiving emails in the future. In some cases, a client may decide to opt-out, but at a later time decide that they wish to opt back in. This document helps to explain what part an agent can play in the process of opting a client back in.

- 1) When an agent attempts to email a client that has opted-out of receiving emails, they will receive a message similar to the example below.

(Example 1)



DELIVER E-MAIL OK

To:
From: FNIS Master
Subject:

Status: **An error occurred. No valid recipients were specified.**

One or more recipients has opted out of receiving emails and have been removed from this email: **Client's email address here**

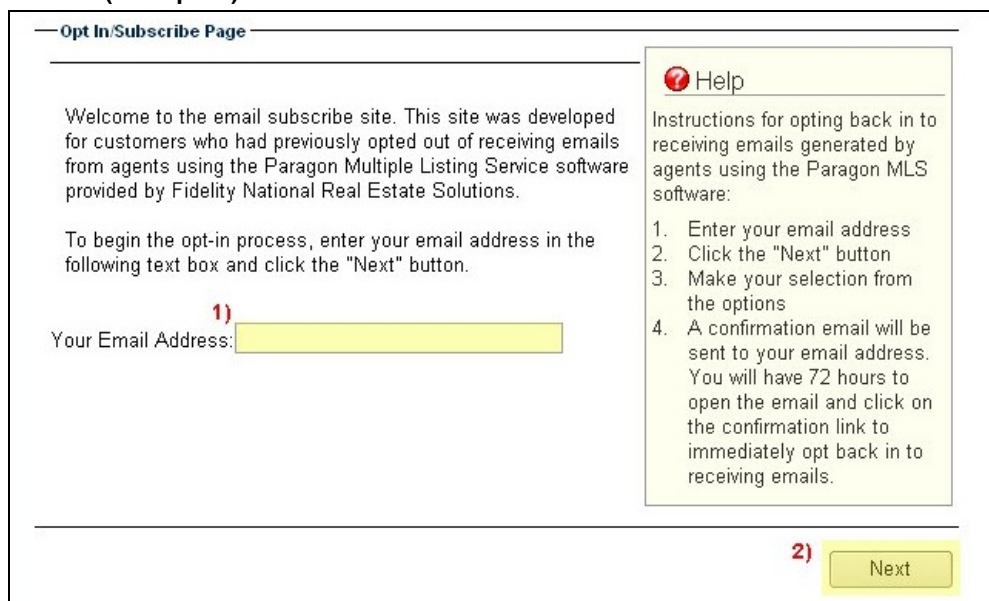
If your client wishes to opt back in, have him/her complete the opt back in request form on <http://pbp.fnismis.com/paragonsubscriptions/optin.aspx>. After they have verified their request in the subsequent confirmation email, they will be able to start receiving emails from Paragon.

Thank you,
Paragon Administrator

The agent will click on option one (1) in the example above to begin the opt-in process.

- 2) The agent will be taken to a webpage that begins the opt-in process. (See example 2). The agent will type in the client's email address in the "Your Email Address" field (1), and then click the Next button (2).

(Example 2)



Opt In/Subscribe Page

Welcome to the email subscribe site. This site was developed for customers who had previously opted out of receiving emails from agents using the Paragon Multiple Listing Service software provided by Fidelity National Real Estate Solutions.

To begin the opt-in process, enter your email address in the following text box and click the "Next" button.

Your Email Address: ¹⁾

Help

Instructions for opting back in to receiving emails generated by agents using the Paragon MLS software:

1. Enter your email address
2. Click the "Next" button
3. Make your selection from the options
4. A confirmation email will be sent to your email address. You will have 72 hours to open the email and click on the confirmation link to immediately opt back in to receiving emails.

²⁾

- 3) At this point, the agent will be prompted to select one of three options. (See example 3):
- Option 1 is to opt the client back in to receiving emails from Paragon from the agent.
 - Option 2 is to opt the client back in to receiving emails from ANY agent in Paragon.
 - Option 3 is if the client wishes to make no changes. This option is the default choice.

Once the option is selected, either option 1, 2, or 3, the agent will need to click the Next button (4).

(Example 3)

— Real Estate Email Subscribe Page —

— Thank you, **Client's Email Address** —

Based on your email address, we show that you have opted out of receiving emails from the following agent(s). Please make your selection from the following list and click the Update button.

— Please send me emails from the following —

1) **Agent's Email Address**

2) Any agent using the Paragon Multiple Listing software provided by Fidelity National Real Estate Solutions

3) I'm not sure. Please leave my settings as they are and I will try again later.

Help

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2. Click the "Next" button
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4. A confirmation email will be sent to your email address. You will have 72 hours to open the email and click on the confirmation link to immediately opt back in to receiving emails.

4)

When option 1 or 2 is selected, the agent will receive a message noting that a confirmation email has been sent to their client's email address and that the confirmation link in the email will need to be clicked on within 72 hours to complete the opt-in process. (See Example 4). If option 3 is selected, then a confirmation screen stating that no changes have been made is displayed. (See Example 5)

(Example 4)

— Opt In/Subscribe Page —

There is one last step required to complete this process. For your security, a confirmation email has been sent to **Client's email address**. You must open the email and click on the confirmation link within 72 hours to opt back into receiving future emails.

Thank you.

Click the Close button to exit this window.

(Example 5)

— Opt In/Subscribe Page —

Thank you. There have been no changes made to your preferences.

Click the Close button to exit this window.

Fidelity MLS Systems Division

If you have a suggestion for Tips & Tricks, please email mlsinfo@fnis.com or call 877-657-4357.

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