

HCAR® Hot Property Blast Policy Guidelines

The Hot Property Blast Program is available to HCAR® REALTOR® Members ONLY. Property Listings, Changes, Open Houses, Broker Opens - real property may be used. HCAR® limits the number of Hot Property email Blasts to three (3) per weekday. The fee is \$25.

NEW- a Hot Property Promotion Boost is available for an additional \$25. HCAR will distribute your flyer through all our social media platforms.

- 1) The information must be submitted by email in WORD, or a picture file such as *BMP or *JPG. The maximum file size must be under 200 K and it **must** include the EHO and REALTOR® Logos that are a minimum of 1/2" inch each for 8" x 11" flyer.
The Broker Name and Broker Office Phone Number **must** be the same size or larger as your personal phone numbers. Links to your personal or company email address and, web sites are acceptable.
- 2) Your License Type **must** be included with your name. (Broker; Associate Broker; Salesperson)
- 3) The MLS Number(s) and Listing Price **must** be included except for Affiliate Member Builders. (No future listings are accepted)
- 4) Email your flyer to info@harfordrealtors.com
- 5) We will review your flyer and attempt to work with your file, and send you a proof by return email. After you review the proof, call us at 410-569-0750 with your credit card information. We will not send your flyer without your approval and payment. Credit Card payment is the only accepted method for this member service.

The required logos are also below. Right-Click on them one at a time and select COPY. Then Left-Click on your flyer and select PASTE. You can modify their size and move them around from there.

