



# OneHome Email Enhancements

Improved email messages for a better user experience.

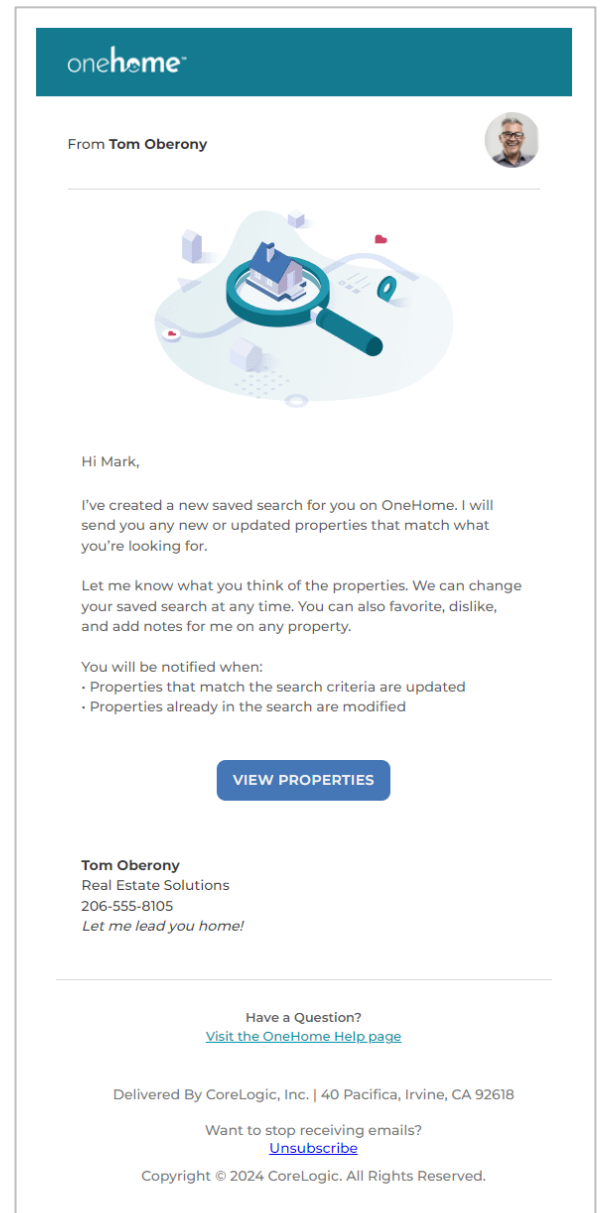
Email is the most popular way to communicate up-to-the-minute listing updates, and it's also the main entry point into OneHome for many homebuyers.

Email is a huge part of the real estate journey, and that's why we've spent a lot of time perfecting the content and format of these important messages for maximum clarity, ease of use, and the best possible user experience.

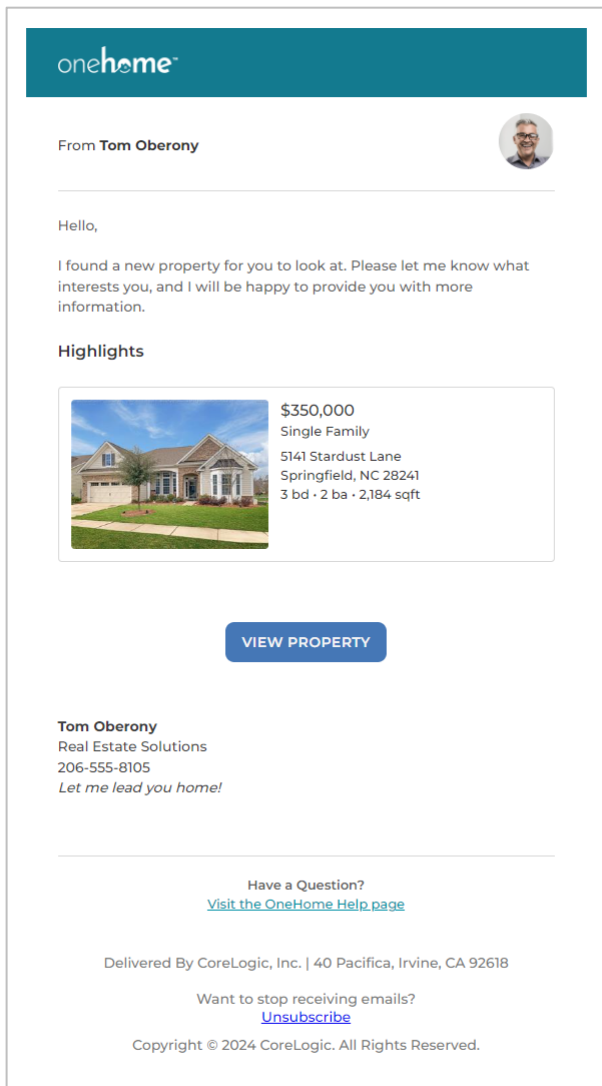
We've made improvements to all of the different OneHome emails you can send from Matrix, including Direct and Auto Emails—both agent and client versions. See below for a list of the great new enhancements you can expect to see.

## Summary of Enhancements

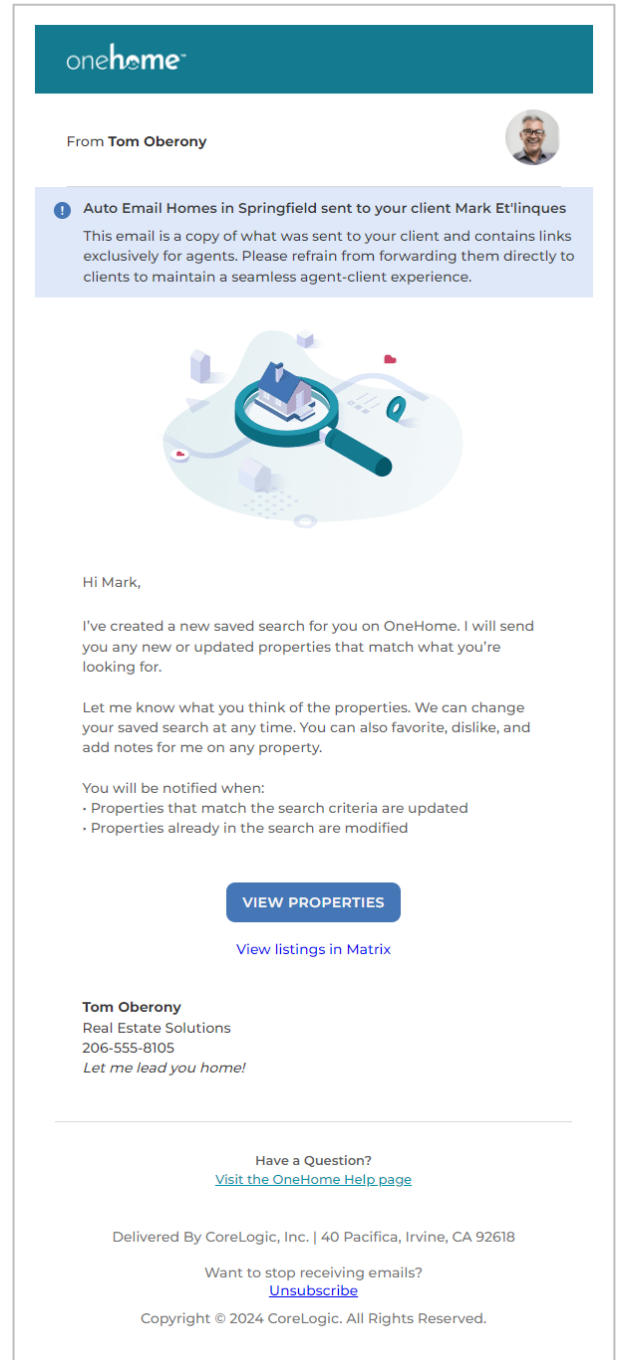
- All emails now appear on an **all-white background** to improve the readability and appearance of messages.
- Emails include new, **professionally written default text** when the agent doesn't type anything in the message field.
- Auto Email welcome messages display a **smaller image** at the top of the message and no longer include the large "welcome" text to make better use of the available space.



- The View Properties button is positioned prominently in the center of the message to provide a **clear call to action**.
- Direct emails can now show **up to 20 property cards** in the body of the email message for better usability.
- Agent BCC emails display a **prominent blue section** at the top of the message, reminding agents not to forward these emails or the links they contain.
- Agent BCC emails display a **simplified link to view the listings in Matrix** centered below the View Properties button where agents can easily find it.



Direct Email – single property



Auto Email welcome – agent copy