



Email Deliverability Checklist

For business brokers: reach the inbox, stay compliant and measure what matters.

FREE CHECKLIST

1. Authenticate your domain

- ☐ SPF record published
- ☐ DKIM signing turned on
- ☐ DMARC policy published
- ☐ Send from your own domain, not a free address
- ☐ Never use a From address that impersonates Gmail

3. List hygiene

- ☐ Remove hard bounces after every send
- ☐ Suppress contacts with no engagement in a long time
- ☐ Never buy or rent lists
- ☐ Use dynamic lists from live CRM data
- ☐ Honor unsubscribes across the whole CRM

5. New domain or new list

- ☐ Warm up gradually: start with small sends
- ☐ Send to your most engaged contacts first
- ☐ Increase volume over several weeks
- ☐ Watch bounces and complaints at each step

7. Measure what matters

- ☐ Clicks on listings and calls to action
- ☐ Replies and inquiries
- ☐ Listing page views from known contacts

2. Gmail and Yahoo bulk sender rules

- ☐ Applies to 5,000+ emails a day to Gmail users (since Feb 2024)
- ☐ One-click unsubscribe in every marketing email
- ☐ Unsubscribes processed within two days
- ☐ Spam complaint rate below 0.3%
- ☐ Check Google Postmaster Tools

4. Content and images

- ☐ A clear subject line that matches the content
- ☐ Not too many images; the email works without them
- ☐ A few relevant links, no link shorteners
- ☐ Plain-text version included
- ☐ Run an anti-spam test before sending

6. Compliance (CAN-SPAM and beyond)

- ☐ Accurate sender information and subject lines
- ☐ Identify ads where required
- ☐ Your physical postal address
- ☐ A clear opt-out, honored promptly
- ☐ Stricter consent rules may apply in Canada, the EU and the UK

Quick reference

SPF lists the servers allowed to send email for your domain. **DKIM** adds a digital signature proving the email wasn't changed. **DMARC** tells mailbox providers what to do with email that fails those checks, and sends you reports. Your domain host or IT provider can add all three as DNS records.

Why open rates mislead: since September 2021, Apple Mail Privacy Protection downloads tracking images whether or not an email is opened, so many "opens" aren't real. Judge campaigns by clicks, replies and meetings.

General information, not legal advice. Full article: "Advanced Email Marketing for Business Brokers" at businessbrokerscrm.com.