HOUSING MARKET GROUP

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Housing Market Mail Handbook

For anyone who wants email on their own domain

Edition November 2026

PART 1	Set up your domain
PART 2	Mailboxes and your inbox
PART 3	Your plan, sending and privacy

A Housing Market Group product · housingmarketmail.com

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Contents

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PART 1	**Set up your domain**	**3**
1	What Housing Market Mail is	4
2	Add your domain and prove it is yours	5
PART 2	**Mailboxes and your inbox**	**6**
3	Create a mailbox and an alias	7
4	Open your inbox and use other mail apps	8
PART 3	**Your plan, sending and privacy**	**9**
5	Your plan, and what is currently updating	10
6	Sending limits and held mailboxes	11
7	Where your data is kept and who can read it	12

BETA

Housing Market Mail is new and is in Beta. Currently updating: other mail apps (app passwords), filters, importing old mail and forwarding, buying or changing a plan, team inboxes, logging mail in Housing Market CRM, and the automatic counting of sending limits.

PART 1

Set up your domain

1 What Housing Market Mail is

2 Add your domain and prove it is yours

1 CHAPTER 1

What Housing Market Mail is

OVERVIEW

Email on your own domain, such as you@yourbrokerage.com, with a webmail inbox. It is in Beta. You add your domain, prove it is yours, create a mailbox and open your inbox.

Housing Market Mail gives you email addresses on a domain you own, for example you@yourbrokerage.com, instead of a free webmail address. You read and write your mail in a webmail inbox in your browser, and there is no mail server for you to run.

- Sign in with your Housing Market account. It is the same login as every Housing Market product. Confirming your email address and resetting your password both work by an emailed link, never by a code.
- Add your domain, then add the DNS records shown to you where you manage the domain. One of them proves the domain is yours.
- Create your mailbox on the verified domain.
- Open your inbox.

The Free plan gives you one mailbox with 2 GB of storage. Housing Market Mail is new and is in Beta, and the pages carry a Beta marker. A few parts are currently updating: other mail apps, filters, importing old mail and buying or changing a plan. The other answers in this section say which.

We never change your domain settings. We show you each record, and you add it yourself.

From the Help Center: **What is Housing Market Mail?**

2 CHAPTER 2

Add your domain and prove it is yours

OVERVIEW

Add the domain on the Domains page, then add the DNS records shown there. The first one, a TXT record at _hmg-mail, proves the domain is yours. We never write to your DNS.

Open Domains, type the domain the way you would write it in an email address, for example example.com, and press Add domain. The page then lists the DNS records for that domain. We never change your domain settings: you add each record where you manage the domain, for example at your registrar or DNS host.

- First record, the proof. A TXT record named _hmg-mail.your-domain whose value starts with hmg-mail-verification= and ends with a code shown on the page. The code belongs to your account only, so nobody else can prove your domain for you.
- Press Check now. When the proof is found the domain shows Verified. New records can take a while to appear, so if it says it could not find the record yet, wait a few minutes and press Check now again.
- Then add the other records: MX (where mail for the domain is delivered), SPF (which servers may send for the domain), DKIM (signs your mail) and DMARC (what to do with mail that fails the checks). The signing records appear on the page once the domain is verified. A few extra rows let mail apps find the settings.

Each row shows whether it was Found, Not found yet, Found but different, or could not be checked. Only the proof record decides whether the domain is verified. The other rows are what mail needs in order to arrive and to be trusted, and sending depends on them (see the answer on sending limits).

The MX record sends all incoming mail for the domain to Housing Market Mail. If the domain already receives mail somewhere else, that mail keeps going there until you change the MX record, so add it when you are ready to switch. A domain can belong to one account only: if another account has already proved it, the page says so.

From the Help Center: **How do I add my domain to Housing Market Mail and prove it is mine?**

PART 2

Mailboxes and your inbox

3 Create a mailbox and an alias

4 Open your inbox and use other mail apps

3 CHAPTER 3

Create a mailbox and an alias

OVERVIEW

Once your domain is verified, open Mailboxes, choose the name before the @ and the domain, and press Create mailbox. The Free plan includes one mailbox. Aliases are added from the mailbox page.

A mailbox lives on a verified domain, so prove your domain first. Then open Mailboxes, type the name before the @, choose the domain, add the name people you write to should see, and press Create mailbox. The page confirms with Your mailbox is ready, and a link opens the inbox.

- The Free plan includes one mailbox with 2 GB of storage. The page shows how many mailboxes your plan allows and how many you have used. If your plan has no room for another, it says so.
- The name can use letters, numbers, dots, dashes and underscores.
- Some names are reserved and cannot be used, such as admin, billing, postmaster and abuse. Business names such as info, support and sales are also refused for a personal mailbox or alias, because they are kept for team inboxes. A team inbox is not available to you yet and is currently updating.
- There is no catch-all address. Mail sent to an address that does not exist on your domain is refused, so the sender is told straight away.

To add an alias, open the mailbox on the Mailboxes page, type the name before the @ under Aliases and press Add alias. Mail to the alias arrives in that mailbox. Each mailbox can hold a limited number of aliases, and the same reserved-name rules apply. Use Remove next to an alias to take it away.

From the Help Center: **How do I create a mailbox and an alias in Housing Market Mail?**

4 CHAPTER 4

Open your inbox and use other mail apps

OVERVIEW

Open your inbox from the Inbox link or from Open inbox next to your mailbox. Webmail works today. Other mail apps are currently updating, because app passwords are not ready.

Use Inbox in the menu, or Open inbox next to a mailbox. If you have more than one mailbox you choose which to open. The webmail has folders (Inbox, Drafts, Sent, Archive, Spam and Trash, plus your own), search, reading, reply, reply all and forward, writing with attachments, and a layout that works on a phone. Images in a received message stay hidden until you choose to show them.

In the webmail settings you can write a signature and set a vacation reply with first and last day, subject and message. On the Free plan, a line that says Sent with Housing Market Mail is added below your signature on every message you write. The Filters tab and the Import and forwarding tab are currently updating.

The mailbox page also shows the settings for other mail apps: incoming mail by IMAP on port 993 with SSL/TLS, outgoing mail by SMTP on port 465 with SSL/TLS, the server name shown on the page, and your full email address as the user name. A mail app also needs its own app password, and app passwords are currently updating on that page. Until they are ready, use the webmail to read and send mail.

From the Help Center: **How do I open my inbox, and can I use another mail app?**

PART 3

Your plan, sending and privacy

5 Your plan, and what is currently updating

6 Sending limits and held mailboxes

7 Where your data is kept and who can read it

5 CHAPTER 5

Your plan, and what is currently updating

OVERVIEW

Every account is on the Free plan today: one mailbox with webmail and aliases. Buying a Paid plan or changing your plan is currently updating, and so are team inboxes and mail-app passwords.

The Free plan is the plan every account has today. It gives you one mailbox with 2 GB of storage, the webmail, aliases, and the settings for other mail apps. The Free plan adds the Housing Market Mail line to your signature. The Plan page shows your plan, how many mailboxes you have used and the storage per mailbox.

The Housing Market Mail site describes a Paid plan with more storage per mailbox (25 GB), no Housing Market line in your signature and a 30-day backup, and an Included plan with a paid Housing Market One, CRM or Cloud plan. Its prices are shown in the pricing section of that site. These plans cannot be bought or switched to from inside Housing Market Mail yet: the Change plan part of the Plan page is currently updating.

- Buying a Paid plan and changing your plan: currently updating.
- Team inboxes and shared addresses: currently updating.
- App passwords for other mail apps: currently updating.
- Filters, and importing old mail and forwarding: currently updating.
- Logging mail against contacts in Housing Market CRM: currently updating.

Housing Market Mail is in Beta. We keep this answer in step with the product, so a part that is finished is described above and a part that is not is marked currently updating.

From the Help Center: **What does each Housing Market Mail plan include, and what is currently updating?**

6 CHAPTER 6

Sending limits and held mailboxes

OVERVIEW

A domain sends only after its SPF, DKIM and DMARC records are found and correct. The Free plan also has daily and per-message limits, and a mailbox or domain can be held or switched off.

Receiving and sending are separate. Once your domain is verified and its MX record points to us, mail arrives. Sending from a domain starts only after the domain is marked ready to send. That happens when the sending identity is verified and your SPF record, your DKIM records and a DMARC record are all found in public DNS and correct. We check every few minutes and whenever you press Check now on the Domains page.

Until the mark is set, an attempt to send is refused with a visible error (code 550). Nothing is dropped silently. DNS changes take time to spread, so a new domain is not ready to send the moment you add the records, and we cannot say exactly when it will be. A failed lookup never switches sending off for a domain that is already ready.

- Free plan, recipients per day: up to 100 per mailbox, counting recipients, not messages. The day ends at midnight UTC.
- Free plan, first days: up to 20 recipients a day for the first 7 days after sending turns on for the domain.
- Free plan, one message: up to 20 recipients. A Free mailbox is not for bulk lists.
- Bursts: when many messages are sent in a short time they can wait in a queue instead of leaving at once.

A mailbox, a domain or a whole account can be switched off, and the page then shows Switched off. The rules stop a mailbox after a spam complaint, and after repeated bursts of mail to addresses that do not exist. The automatic counting of recipients and the reading of complaint and bounce reports are currently updating, and so is the notice about a stop in your mailbox, so do not rely on a limit being applied for you: keep to the figures above. We cannot promise that any message is delivered, because that also depends on the receiving mail server.

From the Help Center: **Why can I not send yet, and what are the sending limits?**

7 CHAPTER 7

Where your data is kept and who can read it

OVERVIEW

Your mailbox holds your whole messages. They are kept in the United States, encrypted, and only you reach your mailbox through the webmail. Mail is not end-to-end encrypted, because we run the mail servers.

A Housing Market Mail mailbox stores whole messages: headers, text and attachments, with your folders and drafts. This is different from connecting an existing mailbox to Housing Market CRM, where the CRM keeps only a preview. Mail is stored in the United States, and the message files are copied to a second United States region. Stored mail is encrypted, and connections to and from the mail servers use TLS.

- You reach your mailbox by signing in with your Housing Market account. Your browser never receives a mail-server password. The webmail signs in on your behalf for a short time and ends that access when you sign out.
- Your account pages show only your own organisation. A person cannot open a mailbox that is not theirs.
- Changes to mailboxes, addresses and aliases are written to an audit log.
- Mail is not end-to-end encrypted. We run the mail servers and hold the keys, so the service can technically reach stored messages. The privacy terms for Housing Market Mail, including who at Housing Market may open mail and when, are currently updating, so this answer does not describe them.

Deleting a message in the webmail moves it to Trash, and Delete forever is offered only inside Trash. The Free plan makes no backup promise. The Paid plan, which is currently updating, is described with a 30-day backup.

From the Help Center: **Where is my Housing Market Mail data kept, and who can read it?**

Need more help?

Every explanation in this handbook comes from the Help Center.

HELP CENTER
faq.housingmarketgroup.com
Answers about every Housing Market Group product

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faq.housingmarketgroup.com/contact
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