Make Pipeline's Emails Look Like They Came From You

Last Modified on 11/10/2026 12:27 pm EST

Messages sent from a transaction don't have to arrive wrapped in a gray box with a logo on them. Four small settings and they read like an ordinary email from you.

Introduction

A client gets your closing email and it arrives looking like a system notification — branded box, product logo, a subject line with a property address stapled to the end, and a line at the top announcing that somebody sent them a note. None of it is wrong, exactly. It just doesn't sound like you, and for a message to a client that matters.

There are four separate levers here, and that's the thing worth knowing up front: no single setting does it, and most people need three of them. The wrapper, the subject line, the header, and the name in the From line each come from somewhere different.

When to Use This

- Client-facing emails from Pipeline look like system mail and you'd rather they looked like yours.
- Your subject lines keep picking up the property address on the end.
- Recipients see a "sent you a note about…" line at the top that you didn't write.
- Your emails are landing in spam and you suspect the branded formatting.
- An admin's personal name is showing on mail that should come from the office.

Why This Beats Sending From Your Own Address

The request underneath all of this is usually "just send it from my email address." That one genuinely can't be done, and the reason is the reason your mail arrives at all. Mail servers check that a message's From address matches the domain it was actually sent from; a message claiming to be from your address but sent from ours is the exact signature of a forged email, and it gets filtered accordingly.

So Pipeline sends from its own address and puts your name on it — which is what most email programs display anyway — and sets replies to come back to your login address. Between that and the four levers below, the recipient sees your name, reads a plain message, and replies to you. The only thing they don't see is the address underneath, and that's the part paying for the delivery.

1. Turn Off the Wrapper

Minimal formatting takes the gray box and the Pipeline logo off messages sent from transactions, so what lands in a recipient's inbox reads like a plain, ordinary email.

See Minimal Formatting

It's an account-wide setting, so it changes what everyone's transaction emails look like. Worth a word

with the team rather than a surprise.

2. Stop the Transaction Name Landing in the Subject

Pipeline adds the transaction name to the end of your subject line so recipients can tell which deal a message is about. Useful internally; less so on a message to a seller who knows perfectly well which house it is.

Start the subject with a pipe character — `|` — and the transaction name isn't appended. Put the pipe at the front of the subject in your template and it happens on every send without anyone remembering to do it.

Seeing an address in the subject that isn't even this transaction's? Check the subject line saved in your template — an old property address gets typed into a template once and then rides along on every message sent from it.

3. Address Clients in the External Email Field

The "so-and-so sent you a note about…" line at the top isn't formatting — it's a routing consequence. It appears when you address someone as an internal recipient by ticking their name, and it can't be switched off for those recipients. It exists so a teammate can see which transaction a message belongs to and click straight back into it.

Enter the recipient in the external email address field instead and the header doesn't appear. That's the correct field for clients and outside parties anyway, so for most client-facing mail this happens by itself once you stop ticking names.

Every transaction has a built-in message area — write a note for your own records, or send an email with docs attached, without leaving the deal.

See Composing an Email

Addressing a teammate as an external recipient does drop the header — but it also drops the reply routing that files their answer back onto the transaction. Use the external field for people outside your account, not as a way to strip the header from internal mail.

4. Set the Name Your Recipients See

The name on the message comes from your user profile, so it's whatever your profile says it is. For an admin sending on behalf of the office rather than as themselves, that's the place to fix it — a profile named for the office puts the office's name in the From line instead of a person's.

Every email Pipeline sends for you leaves from one of our addresses with your name on it. Which address, what the recipient sees, and where their reply lands all depend on who you sent it to.

See Outgoing Email

Automatic mail that Pipeline sends on its own — the reminders and system notices — takes its identity from your account's support contact rather than from any one person's profile.

Point your team to the right person for help — the contact shown on every Home page and used on system emails.

See Admin & Support Contact

5. Sign It the Way You'd Sign Any Email

With the wrapper gone, the signature is doing the work the branding used to do — it's what tells the reader who this is and how to reach them. Set yours once and it goes on every message.

Every email you send from Pipeline signs off for you. Set your own signature and it's your name, your contact details, and your look at the bottom of each one.

See Email Signatures

Sending on an agent's behalf? Turn on alternate signatures and you can sign the message as them, or send it with no signature at all.

See Alternate Signatures