



TCPA COMPLIANCE POLICY & INTERNAL DO-NOT-CALL LIST PROCEDURE

Per the Telephone Consumer Protection Act (TCPA) real estate professionals must comply with the Do Not Call Registry for any cold-calling activities.

You must check for updates to the Registry every 31 days.

It is the policy of Coldwell Banker Sea Coast Advantage to comply with Federal and State telemarketing rules regulating the telephone solicitation activities of its Sales Associates, Team Members, and Staff. A “telephone solicitation” is a telephone call or message to any residential telephone subscriber “...for the purpose of encouraging the purchase or rental of, or investment in, property, goods, or services...” Calls attempting to obtain a listing from a FSBO seller, or a seller whose listing with another company has expired, are covered under this definition. All persons associated with the Company are required to comply with this policy.

To check North Carolina Phone Numbers on the Do Not Call List, click the Do Not Call button at SeaCoastTools.com.

To check out-of-state numbers, email Help@SeaCoastRealty.com

Internal Do Not Call Compliance

Per the TCPA, agents making calls must honor requests from residential telephone subscribers not to receive calls, and must record the request.

If you receive a request from a residential telephone subscriber:

- ⇒ Please record the subscriber’s name and telephone number.
- ⇒ Email this information as soon as possible, (not to exceed 30 days of the request) to Help@SeaCoastRealty.com with the subject line “**Internal Do Not Call List.**”

Do Not Call Details

You may only use the DO NOT CALL List for the purposes set forth in this policy, and you may not provide access to or copies of the List to anyone outside the Company.

You may place a telephone solicitation to a number identified as DO NOT CALL in certain instances.

- You may call a FSBO seller on behalf of a buyer client who has an interest in the property.
- You may call persons with whom you have a “personal relationship”, defined as a family member, friend or acquaintance.
- You may call a former client of the Company for up to eighteen months after the end of the agency relationship.
- You may call a person who has made an inquiry to the Company about property or real estate services for up to three months after the inquiry.
- You may call a person who has given express written permission for you and/or a Sales Associate to solicit them by telephone. The written permission must include the telephone number to which a call may be placed. This includes someone who has given permission at a Company open house using a registration form
- You may NOT call a FSBO seller to attempt to obtain a listing or to otherwise attempt to “sell” your services as a real estate professional.
- You may NOT call a seller whose listing with another company has expired in an attempt to obtain the listing.

Conducting Telephone Solicitations

- No telephone solicitations may be made before 8:00 a.m. or after 9:00 p.m.
- If, during a telephone solicitation to a consumer whose name does not appear on the list, the consumer states that they do not want to continue the call, advise the consumer that you will respect their wishes, thank them and hang up gently.
- During the call, you must provide the consumer with your name, the Company name, and the telephone number or address where you and the Company may be contacted.
- The telephone used to make a telephone solicitation must transmit your caller ID information in areas where this is technologically possible. The telephone you use may not block the transmission of your caller ID information. Company telephones display the Company number to called parties with caller ID.
- Do not use a pre-recorded message.
- Do not disconnect an unanswered call prior to at least 15 seconds or four rings.
- The rules cover all types of telephones (cell, etc.) and apply whether you are calling from inside or outside the Company office.

Returning a Call to a Consumer Whose Name Appears on the DO NOT CALL List

You may return a call to a consumer whose name appears on the DO NOT CALL List when the return call is made in response to an express request from the consumer.

- A telephone message instructing you to call a consumer is such a request and may be answered.
- When a consumer calls and asks to speak with someone who is not available, the person taking the message should specifically ask the caller if they would like a return call. This should be conspicuously noted on the message.
- A request for a return call left as a voice mail message or on an answering machine should be documented by the recipient as evidence of the message.

Fines

The federal fine for violation of the Do Not Call Rule is up to \$40,000 and the state fine is up to \$25,000. It is the Company's position that, having clearly advised Sales Associates, Team Members, and Staff of the FCC Rules, Company policy, and the procedures to be followed, any fine assessed for violation will be the responsibility of the Sales Associate who created the violation. Errors and Omissions insurance does not cover this fine.