

DO NOT CALL

SAMPLE OFFICE POLICY

1. Only the following types of "solicitation" calls may be made without consulting the "do-not-call" lists and obtaining clearance from **[insert name of company's "DNC person"]**:

- (a) FSBOs with advertised phone numbers, unless the advertisement expressly states "no agents";
- (b) Sellers who have had a listing agreements with this company within the prior eighteen (18) months;
- (c) Potential clients who have made an inquiry (e.g., stopped by the office or made a phone call inquiry about a specific house) - - within the last three (3) months;
- (d) Someone who has registered at one this company's open houses;
and
- (e) Referrals if the referring company indicates that the recipient has given permission for you to call him or her. A written note briefly outlining the specifics of that referral must be given to **[insert name of company's "DNC person"]** before the call is made.

2. If you intend to make calls not described in section 1, you must first obtain the written permission of **[insert name of company's "DNC person"]** who will maintain the federal and company-specific "do-not-call" lists. You will need to review the Michigan Association of REALTORS® "do-not-call"

materials thoroughly prior to discussing this matter with **[insert name of company's "DNC person"]**, as you will be expected to be familiar with the information contained in those materials. They are available at **[describe location and method for accessing the information]**.

(a) No cold calls may be made to any phone number without first checking BOTH "do-not-call" lists (the national and the company-specific lists). The lists will be available and updated on the computer and may be accessed by **[describe method for manual or automatic review of the lists]**.

(b) Do not use any paper "do-not-call" list that was generated more than fourteen (14) days ago.

3. No call should ever be made to someone who has asked you not to call. The name and phone number of that individual must be given to **[insert name of company "DNC person"]** within twenty-four (24) hours of the request being made so that the number may be added to the company specific "do-not-call" list.

4. Do not solicit business via facsimile machine to anyone, unless you have that recipient's prior consent.

5. Never use a pre-recorded message or an autodialer.

6. Never call anyone before 8:00 a.m. or after 9:00 p.m.

7. Provide your name and company name at the beginning of every call. If asked, provide the following address and phone number of the company: **[insert contact information]**.
8. Always wait the longer of 15 seconds or 4 rings before hanging up.
9. Never block a caller-id device.
10. Do not provide copies of the do not call lists to anyone outside the company.
11. Politely terminate any call immediately upon being asked to do so. Do not hang up on the caller. Forward the name and phone number of any person who asks you not to call again, in writing within twenty-four (24) hours to **[insert name of company's "DNC person"]** so this can be added to the company "do-not-call" list.

Bill Martin, CEO
Michigan Association of REALTORS®