

Monday, October 27, 2008

#### DO-NOT-CALL LIST COMPLIANCE FOR RE/MAX Crest Realty Westside

As you know Real Estate companies, employees and sales representatives are required by law to familiarize themselves with and comply with the requirements under the DO-NOT-CALL LIST before the end of October 2008.

Our Policy and Procedure Manuals have been updated with the excerpts found on the following pages. All associates are required to familiarize themselves with the DO-NOT-CALL LIST requirements and to return a copy of this acknowledgement page to their Managing Broker as soon as possible. Please fax or email to your Managing Broker by direct fax or email:

Deborah Upton President/Managing Partner

### For the Policy Manual:

#### National Do Not Call List

It is the Policy of the company to be in compliance will all Federal, Provincial and Municipal laws. The National Do Not Call List came into law as of 30 September 2008 and all associates will be expected to be well informed and in compliance at all times when making unsolicited calls or faxes to offer your services. Please refer to our Procedures Manual for more specific information as to who you can call and what the penalties are for non compliance.

#### For the Procedures Manual:

The following are the main guidelines to be followed with regard to the **Do Not Call Legislation** Implemented in Canada as of 30 September 2008. As with all laws, federal or provincial, it is your responsibility to ensure that you are in compliance.

## Who can you call?

- You can call an individual whose telephone number is on the National Do Not
   Call List if you have an existing business relationship with him or her. An existing business relationship exists if:
- A consumer purchased or leased a product from you within the past 18 months;
- A consumer had a written contract (such as a listing agreement) with you that expired within the last 18 months; or
- A consumer made an inquiry of you within the last six months (for example, a consumer called inquiring about listing or purchasing a property).
- After you complete a transaction, you can contact your client for up to 18 months
  after the transaction ended, provided your client does not request that you not
  call him or her.
- If a potential client/customer contacts you, you can contact that person for up to six months after the inquiry (unless they ask not to be contacted).

- You may contact someone whose phone number appears on the National Do Not
   Call List if that person has granted you prior permission to call.
- You may call consumers who do not put their phone number on the National Do
   Not Call List.

Other high-lights of the Unsolicited Telecommunications Rules (not exhaustive):

Associates Must Report to the Office the Names & Numbers of People They Called Who Ask to Be Removed From Their List even if The Person Called is Not On the National Do Not Call List

All companies must maintain their own company specific no-call list to record the telephone numbers of consumers who ask not to be called or faxed in the future. For example, if a real estate professional calls someone on the National Do Not Call List pursuant to the existing business relationship exception, the person receiving the call could ask the real estate professional not to call again, and to put his/her telephone number on the real estate professional's company-specific do not call list.

The company will maintain on the members section of the corporate web site a list of the names and numbers of people calling to be removed from the company calling list which will always be specific to an associate as the company does not do any telemarketing itself.

# Fax cover sheets for unsolicited marketing faxes.

Telemarketers sending faxes will be required to include on their fax cover sheets the name of the individual who can be contacted to process do not call/do not fax requests, as well as a toll free telephone number where that individual can be reached.

## Penalties; what is at risk?

If the Canadian Radio-television and Telecommunications Commission ("CRTC") determines that a violation has occurred, it can impose a monetary penalty per violation of up to \$1,500 for individuals and up to \$15,000 for companies. So before you contact a

potential customer, you must check to see whether that person's home phone, cell phone, or facsimile phone number appears on the National Do Not Call List.

How do I determine who has put their phone number on the national Do Not Call List? The company has registered with Bell Canada for an organization/account number.

The numbers of people on the Do Not Call list for our two area codes <u>604</u> and <u>778</u> will be downloaded onto the members site of our corporate website and will be available to all associates of the company to log in to and double check that any of the numbers they are going to call are not on this list and if so to remove that number from their list.