

Avoid Fines from Violating the Telephone Consumer Protection Act (TCPA)

Why the TCPA matters to you:



You will be **personally liable** for any violations of the TCPA.



Fines can be as much as **\$500 per call or text**, and add up quickly.

Before making your next call or text:



DO NOT use an **automated platform vendor** to call or text potential customers.
DO NOT leave pre-recorded messages.



Check phone numbers against Do Not Call Lists prior to making any calls or texting.



Get prior written consent before calling or texting a number on the **Do Not Call Lists**.

TCPA Myths Dispelled

Myth 1:

"The TCPA applies to calls, not texts."

NOT TRUE. *The TCPA covers both calls and texts.*

Myth 2:

"I checked the Do Not Call (DNC) Lists when I got the number; I'm covered."

NOT TRUE. *Numbers are added to the DNC Lists all the time. If you haven't recently checked the number against the DNC Lists, you must do so before calling or texting.*

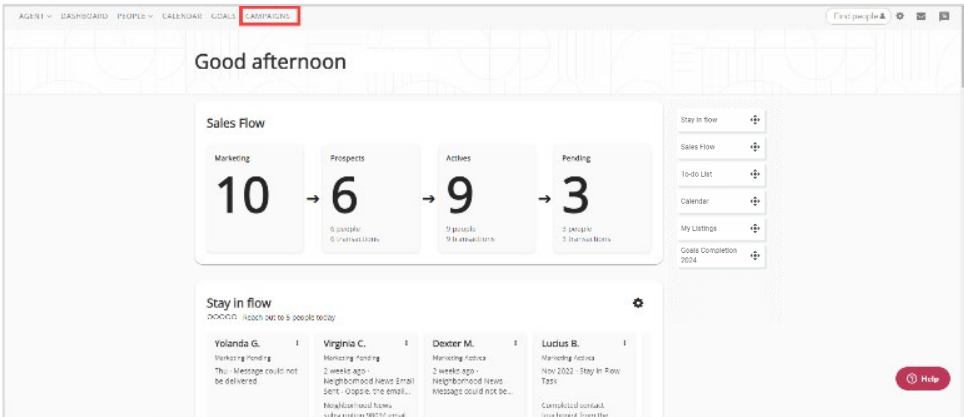
Myth 3:

"A friend gave me this person's number, so I don't need to check the DNC Lists."

NOT TRUE. *If the person you are going to call or text did not give you the number, you must check the DNC Lists.*

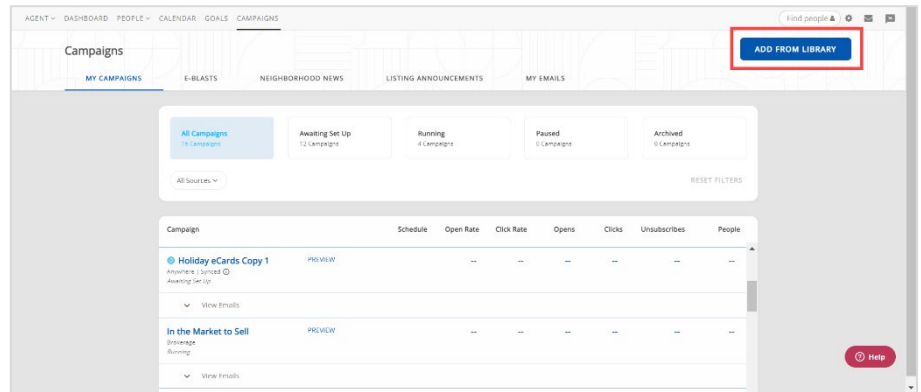
CENTURY 21[®]

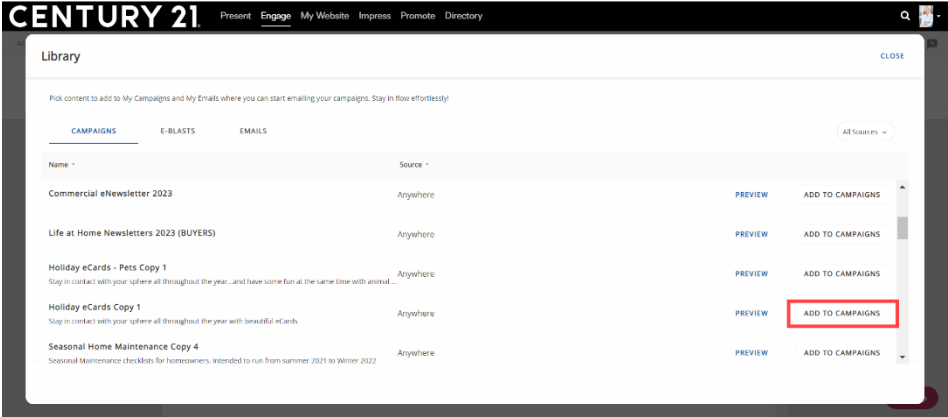
Add Contacts to Campaigns in MoxiEngage®



Select **Campaigns** from the navigation bar in your MoxiEngage® dashboard.

Click the **Add From Library** button.

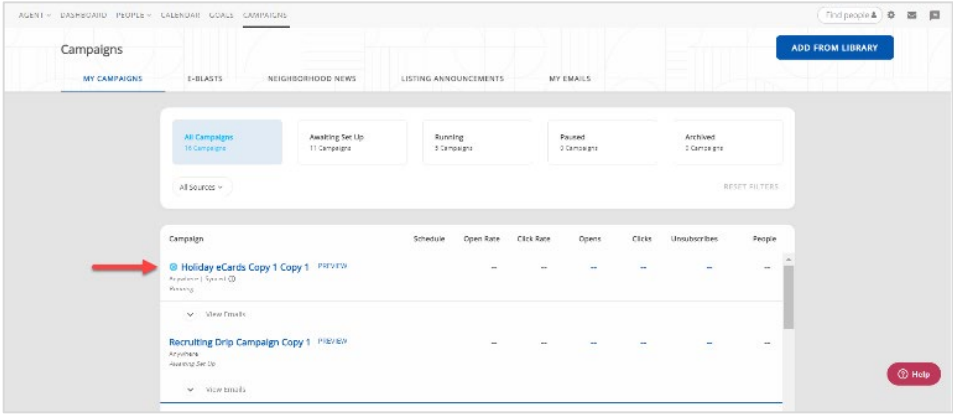




Choose a campaign by using the **Add to Campaigns** button next to the campaign you want to use.

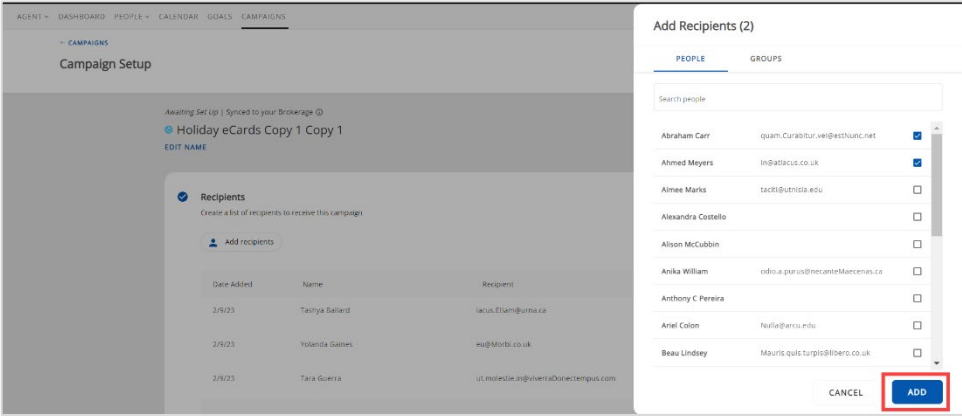
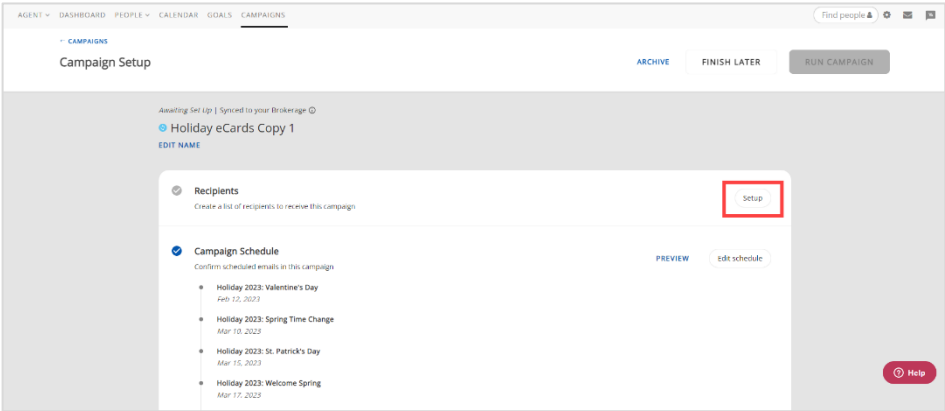
Note: Even if your brokerage allows agent edits to campaigns, some campaigns are un-editable (you will see Not Editable next to these campaigns).

Click **Close** in the top right to close the campaign library.



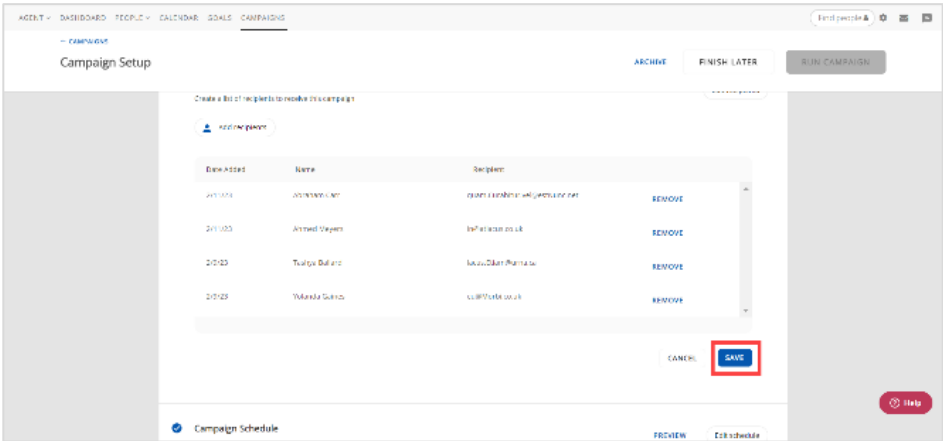
To send the campaign, choose the campaign from your campaign dashboard by clicking the **title**.

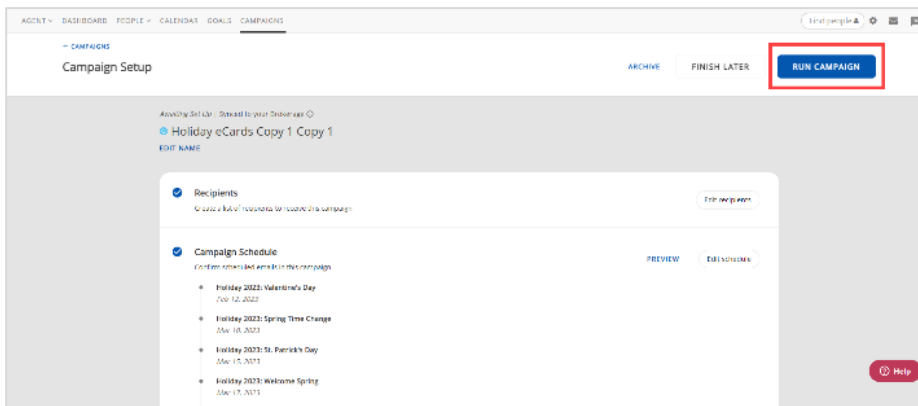
Click **Setup** then **Add recipients** to add people to the campaign.



Choose **People** or **Groups** to send the campaign to by clicking the box next to them, then click **Add** when you are done selecting recipients.

Click **Save** to save your list of recipients.





Click the **Run Campaign** button to start sending your new campaign!

Note: if you added a group to receive the campaign, when you add a new person to the group, they will automatically begin receiving the emails.

***If you choose to make contact by phone or text (i) check phone numbers against the federal DNC registry, any state DNC list and your company DNC list (ii) do NOT use autodialers and (iii) do NOT use artificial voice or pre-recorded messages.**

****Emails must follow CAN-SPAM rules. You should also check to make sure you follow the Do Not Email/Unsubscribe Requests.**