

Clear Direction Real Estate – SMS/Text Messaging Consent & Use Policy

Purpose

This policy outlines how Clear Direction Real Estate (“CDRE”) obtains, manages, and documents consent to send SMS/text messages to customers, prospective tenants, landlords, vendors, partners, employees and the public in general in compliance with mobile carrier requirements, CTIA guidelines, and applicable laws.

1. Types of SMS Messages Sent

We send the following types of SMS/text messages:

- **Conversational Messages** – Responses to inbound messages initiated by the recipient.
- **Transactional/Notification Messages** – Appointment reminders, showing instructions, rental application updates, lease renewal notices, urgent property updates, payment reminders, vendor coordination, and other relevant messages related to real estate transactions.
- **Marketing Messages** – Information about available rental properties, real estate sales opportunities, and special promotions (promotions only to recipients who have explicitly opted in).

Messages are sent only to recipients who have given **prior express consent**, which may be obtained through direct interaction such as calling, texting, emailing, submitting an online form, or other approved Clear Direction Real Estate communication channels.

2. Consent Collection Methods

A. They Message Us First

- If a recipient initiates contact via SMS to our published phone number(s), they are deemed to have given consent to receive replies related to that conversation.
- Our phone numbers are publicly listed on:
 - **Website:** <https://www.CDREpropertymanagement.com>
 - **Website:** <http://www.Cleardirectionrealestate.com>
 - Business cards, flyers, email signatures, and marketing materials and lead generation methods.
- Replies remain limited to the subject of the inquiry unless additional explicit consent is obtained. Real estate-related inquiries may include related industry communications.

B. Verbal Consent

- During in-person meetings or phone calls, we may request SMS consent verbally.
Example:

“Do we have your permission to send you text messages for updates and information about your property/rental? Message & data rates may apply. Reply STOP to opt out at any time.”

- Verbal consent is recorded in our CRM/property management system with the date, time, and method of consent.

C. Email Consent

- We may email a consent request using the following script:
 - “By replying to this email with your consent, you agree to receive messages from Clear Direction Real Estate. Message & data rates may apply. Frequency may vary. Reply STOP to opt-out; Reply HELP for help. See our Privacy Policy: [<https://www.CDREpropertymanagement.com/privacy-policy>] and Terms of Service: [<https://www.CDREpropertymanagement.com/terms-of-service>].”
 - The recipient’s affirmative reply is saved in our records.

D. Website Form Consent

- Consent may be obtained through our online contact or application forms, which include the following disclosure:

“By submitting this form, you agree to receive SMS/text messages from Clear Direction Real Estate regarding your inquiry. Message & data rates may apply. Reply STOP to opt-out at any time. Frequency may vary. See our Privacy Policy and Terms of Service.”

- Submission timestamps and consent details are stored in our system.

E. Paper/Electronic Forms

- Lease agreements, rental applications, or service request forms may include a written consent checkbox with language consistent with the above disclosure.
 - Signed forms are stored digitally in the tenant or client file.
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3. Consent Restrictions

- We do **not** obtain consent from third parties, or share opt-in lists.
 - Consent must be obtained **directly** from the recipient.
 - We do not send a text to request consent unless responding to an inbound text from that recipient.
 - If you contact us about our product or service you are providing express consent by initiation of contact
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4. Opt-Out Process

- All SMS messages include instructions:

“Reply STOP to opt-out; Reply HELP for help.”

- Opt-out requests are processed immediately, and the recipient is added to our **Do Not Text** list.
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5. Record Keeping

- All consent records (verbal, written, email, or web form) are maintained in our CRM/property management software for at least **four years**.
 - Records include date, method, consent language used, and the contact details provided.
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6. Message Frequency

- Conversational and transactional messages are sent only as needed.
 - Marketing messages are sent no more than **twice per month** unless otherwise consented to by the recipient.
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7. Policy Enforcement

Violations of this policy may result in loss of SMS messaging privileges for staff or termination of vendor contracts.

8. Contact

Questions about this policy can be directed to:

 info@cdretx.com

 817-500-3278