



DO-NOT-CALL/ E-MAIL

2014 - 2017 COMPANY POLICY GUIDE

DESIGNED FOR ALL BRANCHES OF:
LIBERTY REALTY, LLC

This document contains the following:

Laws and provisions
Company policy
Liberty Realty – Principals and Management
Training schedule

Proof of access to national do-not-call registry
Company specific do-not-call numbers

LAST PAGE:
LIBERTY REALTY INTERNAL CUSTOMER REGISTRATION FORM FOR
PLACEMENT ON LIBERTY REALTY'S
"DO NOT CALL LIST"
Please follow directions as indicated



The Law: The Telephone Consumer Protection Act of 1991 and related Federal Trade Commission regulations, The CAN-SPAM Act

Major Provisions:

- Prohibits businesses-other than charities, pollsters, and political organizations – from calling individuals whose names appear on the National Do Not Call Registry (www.fcc.gov/cgb/donotcall).
- Allows you to existing customers (those with whom you've done business in the last 18 months). Lists used for calling must be updated monthly.
- Allows you to call FSBOs only if you have a buyer for their homes but doesn't allow you to solicit FSBOs for a listing.
- Provides a safe harbor from prosecution for inadvertently calling someone on the do-not-call list if your company has written procedures on calling, provides training on do-not-call regulations, has accessed the national registry within the last three months, and maintains a company-specific list of numbers not to call.
- Allows real estate practitioners to send out commercial e-mail soliciting business if the e-mail is clearly labeled as a solicitation for business and allows recipients to opt out of future mailings.

More resources: NAR Field Guide to Anti-solicitation Laws, NAR's National Do-not-call Tool Kit Updates, and REALTOR Association Executive's "Spam's New Rules: Your Association's Duties Under the New Law"



LIBERTY REALTY PROCEDURES

DO NOT CALL

- 1) It is the policy of the brokerage firm to comply with all applicable Do Not Call laws and regulations regarding telephone communications.
- 2) The National Do Not Call Policy is available for inspection on the Liberty Realty web site.
- 3) The firm checks the Do Not Call List within such time as may be required by law to check against its own firm-specific Do Not Call list for the purpose of complying with the law and will remove phone numbers that have been registered from its call lists.
- 4) The brokerage maintains a “firm-specific” Do Not Call list and that each entry on the list shall be retained for at least five (5) years or until the requester makes a written request to be deleted from said list.
- 5) It is also the firm’s policy that in order to comply with all applicable laws, the firm has a duty to supervise affiliated licensees and employees. Further, each licensee and employee shall undergo periodic training as to the applicable law regarding telephone solicitations. Any licensee or employee who violates the law, fails to participate in such training or fails to comply with the firm’s Do Not Call policy and procedures will be subject to discipline, which may include termination.
- 6) Please contact Michael Berney at: mberney@libertyrealty.com for further information.





On March 15, 2005, a plan was initiated to form a “Do Not Call” team. These names have changed over the years.

- 1) Joseph V. Covello – Principal/ Broker of Record

- 2) Michael Berney – Regional Director (Do-not-call/ e-mail administrator)

- 3) Rita George – Branch Manager

In order to abide by the rules and regulations of the do-not-call/ e-mail list, every Liberty Realty branch will hold meetings with realtor associates. Policy will be discussed as well as any new information deemed necessary by management.

Any members of Liberty Realty who encounter issues regarding do-not-call/ e-mail, must fully inform the Liberty Realty do-not-call/ e-mail Administrator as soon as possible.





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SALES ■ RENTALS ■ INVESTMENT ■ COMMERCIAL

LIBERTY REALTY

DO NOT CALL REGISTRATION FORM 2014 – 2017

If you do not want to receive sales calls from LIBERTY REALTY, you can ask us to place your telephone number on our "Do Not Call" list. In compliance with federal and state laws, your request will be documented immediately. After confirmation from LIBERTY REALTY of your status on our "Do Not Call" list, please allow up to 30 days for your telephone number to be removed from any sales programs that are currently underway. You must receive a written confirmation from Liberty Realty stating that you are now on our "Do Not Call" list.

Your request must be in writing, and must include, at a minimum, your telephone number in addition to the information requested below. If you have multiple telephone numbers, indicate to us all numbers that you want to be included. You will remain on our "Do Not Call" list for five years, unless you ask to be removed. If your telephone number ever changes, you must give us your new information for your "do not call" status to remain in effect. Mail written requests on a copy of this form to: Liberty Realty, 1 Marine View Plaza, Hoboken, NJ 07030
Attn: Michael Berney, "Do Not Call" Administrator.

Many "Do Not Call" regulations permit companies to contact their own customers even though your number(s) are on these other "Do Not Call" lists. Therefore, if you are a LIBERTY REALTY customer, you may be contacted by us even though you are on these other "Do Not Call" lists. If you do not want to be contacted by LIBERTY REALTY even though you are a customer, simply follow the steps above to be placed on the LIBERTY REALTY "Do Not Call" list and your request will be honored.

Should a representative of LIBERTY REALTY accidentally call a person on the "Do Not Call" list, they will be instructed to respect the wishes of the customer and immediately alert the LIBERTY REALTY "Do Not Call" Administrator. This form may also be emailed to: mberney@libertyrealestate.com

Customer Name: _____

Customer Address: _____

Customer Phone Number(s): _____

Customer Signature: _____ Date: _____

Request Mailed on – Date: _____

Received by Liberty Realty on – Date: _____

Liberty Realty (accepted by): _____

