SOP: Do Not Call List (DNCL) Compliance

Purpose

To ensure full compliance with Canada’s National Do Not Call List (DNCL) regulations and internal brokerage policies, protecting consumer rights and safeguarding the brokerage and its agents from potential legal or financial consequences.

Background

The Canadian Radio-television and Telecommunications Commission (CRTC) enforces strict telemarketing rules under the DNCL. These rules prohibit calling individuals who have registered their numbers on the DNCL unless specific exemptions apply. Fines for non-compliance can reach up to $15,000 per infraction.

To ensure our agents remain compliant, Century 21 Heritage Group has implemented a mandatory system—**Telelisting**—accessible through the **Brokerage Hub in Remarketer**. This platform is updated with the latest DNCL data and allows us to maintain our own internal list of people who have requested not to be contacted again.

Who This Applies To

All REALTORS® and administrative staff who engage in outbound calling or marketing activities involving telephone contact.

Required Tool

Telelisting System (Access via Brokerage Hub in Remarketer)

Procedure

1. System Access

- All agents are automatically enrolled in Telelisting upon joining the brokerage.
- Access Telelisting through the **Brokerage Hub in Remarketer**.
- **Login using your Century 21 email address.**
- If you do not know your password, **click “Forgot Password”** and follow the instructions using your Century 21 email.

2. Before Making Any Calls

- Use Telelisting to **search and verify** any phone number before calling.
- Marked **“Do Not Call”** numbers must **never** be dialed unless an exemption applies (e.g., an existing business relationship).
- The system uses up-to-date DNCL data and helps ensure compliance automatically.

3. Internal Do Not Call List

- If a contact asks **not to be called again**, you **must update their status** within Telelisting immediately.
- This ensures the brokerage’s internal list is respected in addition to the national list.

4. Documentation & Best Practices

- Always log your call attempts and results within your CRM or tracking system.
- Include notes for internal tracking (e.g., client asked not to be called again).
- Do **not** transfer your own phone lists outside of Telelisting or attempt manual verification.

Compliance Enforcement

- Regular audits may be conducted.
- Failure to use Telelisting or bypassing the system may result in disciplinary action, up to and including removal of calling privileges or fines.

Support

If you experience any technical issues:

- Use the **“Forgot Password”** function first.
- For further help, contact the **brokerage support team** or your **onboarding manager**.

Revision #2
Created 21 May 2025 19:28:01 by Eryn Richardson
Updated 21 May 2025 19:41:26 by Eryn Richardson