Responding to a Complaint (RECO, Public, or Internal)

Applies To: Sales Representatives, Brokers, Broker of Record, and Managers

Purpose: To ensure that complaints received are addressed professionally, promptly, and in accordance with Century 21 Heritage Group Ltd. policy and RECO’s expectations.

Step 1: Initial Receipt of Complaint

Complaints may come from:

- **RECO**
- **A client or member of the public**
- **Another agent or brokerage**
- **Internal staff or management**

All complaints, regardless of source or tone, must be taken **seriously and without defensiveness**.

Step 2: Notify Management

Immediately forward any complaint to your Manager.

Include:

- The full text of the complaint (email, form, or verbal summary)
- Time and date received
- Any attachments or evidence provided

Do not respond independently. Wait for direction from the designated manager or Broker of Record.

Step 3: Review and Triage

The Broker of Record or designated manager will:

- Assess the complaint for validity and severity
- Determine whether it relates to:
  - Advertising
  - Ethics or professionalism
  - Contractual concerns
  - Regulatory breaches

If the complaint was submitted to **RECO**, follow RECO’s response protocol and timelines carefully.

Step 4: Collect Facts & Evidence

The agent(s) involved must:

- Provide a written response (factual and professional)
- Submit relevant documentation (e.g., communications, contracts, ads, logs)
- Disclose any previous related issues or conflicts

Do not delete or alter any communications, advertisements, or online material under review.

Step 5: Response Preparation

The Broker of Record or manager will:

- Draft or review the official response to the complainant or RECO
- Determine if corrective action is needed (e.g., revised ad, apology, compliance training)
- Communicate next steps clearly to the involved agent(s)

Step 6: Corrective Action (If Applicable)

If the complaint reveals a breach or oversight:

- Take immediate corrective action (e.g., remove or amend advertisement)
- Document the change and provide proof to management or RECO
- Complete any retraining or policy review assigned

Step 7: Close and Document the File

Once the complaint is resolved:

- The file is logged in the **Compliance Tracker**
- Any resulting RECO communication is saved

- Agent performance files are updated if applicable

Internal complaints are followed up to ensure the matter is resolved, and trust is rebuilt.

Important Reminders:

- All complaints must be approached **professionally and respectfully**
- Do not speculate, retaliate, or attempt to resolve it publicly
- **Transparency and documentation** protect both the agent and the brokerage
- Silence or delay can escalate the matter — always respond promptly through the correct channels

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