

8) Compliance & risk (plain-English)

- **Scrub DNC/TCPA** lists before texting/calling; store proof.
- **Quiet hours:** only message during local business hours.
- **Include opt-out** (“Reply STOP to opt out”).
- **Recordkeeping:** log consent status and message history in the CRM.
- **Local laws vary:** get brief guidance from a real-estate/TCPA attorney for your counties.