

A2P 10 DLC Registration

In January of 2023, the telecom industry implemented a new vetting process regarding Application-to-Person texting through 10-digit long codes (A2P 10DLC). This initiative aims to root out companies using texting for inappropriate or malicious means and to further protect the privacy of texted individuals. All businesses seeking to text customers through software programs like Rent Manager must complete this vetting process.

We will submit your application for A2P 10 DLC texting on your behalf. However, this document provides recommendations on things you can do to improve your likelihood of passing this vetting process in a timely manner. Furthermore, this document also provides recommendations on how to stay in compliance with these new telecom guidelines. Failure to follow the carefully defined rules of A2P texting may result in audits and possibly being fined and/or banned from the service altogether.

Texting rules and compliance is governed by the TCPA (FCC) and the CTIA (Mobile Carrier Industry Group). All vetting is performed via third party entities not affiliated with Rent Manager.

Getting Started

The review board will examine two elements of your business: your **BRAND** and **CAMPAIGN**.

Your Brand

Your BRAND is essentially your property management business. We will submit basic information like your legal name, Employee Identification Number (EIN), registered address, contact information, and explain the nature of your business to this review board. We must also submit your business website.

The most common reason a business fails this vetting process is due to having its website rejected by the review board. There are two major requirements for your website that we encourage you to include:

Your website must represent your BRAND.

The review board must confirm that your business website belongs to you and that it accurately and honestly represents your BRAND. If your business is “Premiere Management Company,” your website URL will likely be something like www.pmc.com, with your business logo and the home page would prominently display BRAND information.

But what if your website focuses on the properties, you manage and not your business?

It’s not uncommon for management companies to have websites that focus on your managed portfolio versus your management company. For example, your business website may actually be something like cityxyzrentals.com because you specialize in rentals within a specific city.

The review board will still need confirmation that this website belongs to you and is connected to your brand. Here are two recommendations for asserting your BRAND ownership over the site:

1. Create an **About Us** page that talks about your management company (your BRAND) and its relationship with the properties described throughout the website.
2. Add a footer to each website page with your company name and other BRAND-related items like contact information.

Your website must be fully active.

You can easily be “failed” during the review process if your website is not working or showing “under construction” pages. Before registering for text authorization, make sure your site is fully functional.

Your Campaign

We will also submit the CAMPAIGN on your behalf. This defines the use case for you to text your tenants and other clients through the Rent Manager application. We will apply for a CAMPAIGN that approves you to text tenants through Rent Manager in the following situations:

- **Responding to Tenant Texts**

If a tenant texts you with questions, you can respond with answers.

To text your customers in this manner, you **DO NOT** have to gain consent from the customer first. It is assumed this individual has given you consent to respond through Rent Manager by nature of them texting you directly. However, ongoing texting not directly related to the context of the original contact is prohibited.

- **Sending Text Alerts for Account-related Information**

You may send texts that alert your tenants to important things like updates on their submitted service issues, reminders to renew their leases, school cancellations for residential tenants, etc. These are informational texts that support the tenant's experience with your business.

To text customers in this manner, you **MUST** first gain consent from the customer. Without consent, you run the risk of having the customer file a formal complaint which may result in additional auditing from the telecom review board.

Managing Consent Through Rent Manager

The purpose of these regulations is to protect customer privacy and to protect tenants from unwanted and unsolicited texts. To gain consent, you must have the customer acknowledge the aforementioned use-case for texting them through Rent Manager.

As part of the review process, you may be asked to provide proof that you are gaining customer consent through text examples or screenshots.

We recommend the best way of collecting consent is through your Rent Manager letter templates. These templates represent letters and documents that you intend to print, email, or have tenants acknowledge digitally through our Tenant Web Access portal.

Go to **Correspondence** → **Letter Templates** in Rent Manager to find this feature. On the next page, we have provided two examples of how you can augment letter templates to collect this consent from your customers.

Example 1

Here is a Rental Application that collects a cell phone number. The asterisks point to the consent section below, where a tenant would manually check their willingness to receive texts for the reasons that align with your texting CAMPAIGN.

RENTAL APPLICATION

I, [ContactGreetingName()], hereby apply for a rental tenancy with [Property.Name()] with an expected move-in date of [Lease.MoveInDate()]. A separate Rental Application will be complete for each adult (18-years or older) that will occupy the premises with me. All requested information will be completed fully. _____ (initials)

How did you hear about us? Drive by Radio Internet Rental Guide Resident

Resident's name		Relationship	
<input type="checkbox"/> Other:			

PERSONAL INFORMATION			
Applicant's name		Date of birth	mm dd yyyy
Address		SS#	
	city	state	zip
Email address		Cell phone***	()
Driver's license #		Alt phone	()
		State issued	

***Please confirm the following regarding your provided cell phone number.
 I agree to receiving texts regarding my account and other important alerts. Message and data rates may apply.

RENTAL HISTORY

Example 2

This is the bottom of a lease agreement that tenants can digitally sign through the Tenant Web Access web portal. This is another example of gaining consent, where the tenant signing this form is indicating their willingness to receive texts based on your CAMPAIGN.

12. The TENANT agrees to receive text alerts from the OWNER regarding account notifications. This may include service issue status updates, scheduled showings of the unit, lease renewal alerts, etc. The TENANT understands that message and data rates may apply.

13. This Lease Agreement expresses the whole and entire agreement between OWNER and TENANT and cannot be modified or changed by any oral or verbal promises by whomsoever made, unless said modification is reduced to writing and acknowledged by the signatures of the parties hereto.

14. Any provision hereof found to be unconscionable or to conflict with state law shall be void and of no effect and shall not effect in any way the remaining provisions of this Lease Agreement.

X _____ **X** _____

Landlord

Obtaining Consent on your Website

On your website you may ask visitors to provide their phone number for a variety of purposes. These may include:

- Online Applications
- Maintenance Requests
- Showing Requests
- Information Requests / Guest Cards
- Registration for Tenant Web Access
- Site Reservations
- Contact Information Update forms

On **EACH** form where a user is asked to enter their phone number you should provide clear information that this information COULD be used immediately or in the future for texting. You may not bury or otherwise hide this disclosure on other pages or within a Terms of Use. Common, industry standard, language for this disclosure is:

“By providing your phone number, you agree to receive text messages from [insert company name] regarding updates, offers, and promotions. Reply STOP to opt-out anytime. Message and data rates may apply. For more information, please read our privacy policy and terms of service. ”

Example Consent Disclosure

By submitting your information, you agree to Riverview Apartment's [Terms of Service](#) and [Privacy Policy](#). You also agree to allow Riverview Apartments to communicate with you including via text message. You can opt-out at any time. Standard message and data rates may apply.

Submit

Your website must have a Privacy Policy

In addition to the standard language above being shown on each form where a phone number is entered your site must include a Privacy Policy that clearly identifies how their data will be used and clearly states that their data will not be sold or otherwise provided to a third party without their consent. In the above opt-in consent language “Terms of Service” and “Privacy Policy” should directly link to those documents to ensure that the visitor can find them easily.

Enabling Texting for a Tenant

Once a tenant has provided consent to your campaign, follow these simple steps to enable your ability to text them through Rent Manager.

1. Go to **Rental Info** → **Tenants**.
2. Select the tenant from the list and click **Contacts**.
3. In the desired phone number field, check the **T** box to enable texting on that number.
4. Click **Save**.

Providing Opt-Out for Tenants

Tenants may opt out of your text messaging campaign at any time. You must be able to honor those requests immediately, whether in-person, over the phone, by email, or by text.

Rent Manager automatically handles text-based opt-outs for you. Every text message from Rent Manager ends with the message "STOP 2 OPTOUT" If the tenant replies STOP (or any other common opt-out keyword), Rent Manager will automatically disable your ability to text that number through Rent Manager.

The number in this screenshot typed STOP in response to a text message through Rent Manager.

The red checkmark in the T box indicates that this number is no longer textable.



Default	Name	C	T	Phone Number	Ext
<input checked="" type="checkbox"/>	Home		<input checked="" type="checkbox"/>	(513)331-2383	
<input type="checkbox"/>	Work		<input type="checkbox"/>		
<input type="checkbox"/>	Cell		<input type="checkbox"/>		
<input type="checkbox"/>	Pager		<input type="checkbox"/>		
<input type="checkbox"/>	Alternate		<input type="checkbox"/>		

As for calls, emails, or in-person requests to stop receiving texts, you simply go to the Contacts tab for that tenant and uncheck the 'T' box for any of their currently text-enabled phone numbers.

Texting Guidelines

For consenting tenants, you may text them based on your defined CAMPAIGN. In addition, you must ALWAYS avoid texting your tenants for any of the following topics which fall under the SHAFT acronym:

- **S**ex
- **H**ate
- **A**lcohol
- **F**irearms
- **T**obacco

Texting tenants about any of the aforementioned topics may result in fines or even being banned from text A2P texting services.

Furthermore, you are strongly discouraged from texting tenants about any of the following topics. These have all been statistically shown to increase the number of tenant opt-outs. If you have a surge of tenants suddenly opting out of your text service, this may result in further audits from these telecom review agencies.

- Social Marketing
- Gambling
- Sweepstakes
- Free Prizes
- Investment Opportunities
- Lead Generation
- Recruiting
- Credit Repair
- Tax Relief
- Get Rich Quick
- Deceptive Marketing