

Greater Way Home Inspections – SMS Opt-In Policy & Compliance Requirements

Effective Date: October 30, 2025

This document outlines the opt-in process, compliance requirements, and messaging flow for Greater Way Home Inspections' SMS communication program. All SMS communications are designed to meet 10DLC compliance standards and ensure transparency for all users.

1. Opt-In Process

Customers may opt in to receive SMS messages through any of the following methods: By selecting an opt-in checkbox during online scheduling or contact form submission. By directly requesting SMS communication via phone, email, or text message. By confirming interest in receiving inspection reminders and updates via SMS during service booking.

2. Compliance Requirements for Message Flow

All SMS messages must include the following disclosures and links to ensure compliance with 10DLC and industry messaging standards: Clear identification of the sender (Greater Way Home Inspections). Purpose of the message (e.g., appointment reminder, service update, inspection confirmation). Required URLs for user transparency: Privacy Policy: https://www.greaterwayhomeinspections.com/_files/ugd/e2267f_62ac81786d8745b5ba83162ae6620a24.pdf Terms and Conditions: https://www.greaterwayhomeinspections.com/_files/ugd/e2267f_62ac81786d8745b5ba83162ae6620a24.pdf Clear instructions for help and opt-out.

3. Message Content Requirements

All outbound SMS messages must include a brief disclosure about message frequency and data charges, along with clear opt-out instructions. The disclosure should appear as follows:

"Message and data rates may apply. Text HELP for help. Text STOP to unsubscribe. Reply STOP to unsubscribe or HELP for help."

4. Message Frequency

Messages will be limited to communication related to inspection services and scheduling. Users can expect no more than 1–3 messages per inspection appointment, typically limited to once per week unless needed for scheduling updates or reminders.

5. Example Message Flow

Initial Message: "Thank you for booking with Greater Way Home Inspections. You'll receive reminders and updates about your appointment. Message and data rates may apply. Text HELP for help. Text STOP to unsubscribe. Privacy Policy: https://www.greaterwayhomeinspections.com/_files/ugd/e2267f_62ac81786d8745b5ba83162ae6620a24.pdf Terms and Conditions: https://www.greaterwayhomeinspections.com/_files/ugd/e2267f_62ac81786d8745b5ba83162ae6620a24.pdf" **Reminder Message:** "Your home inspection is scheduled for [DATE/TIME]. Reply HELP for help or STOP to unsubscribe."

Follow-Up Message: "Thank you for choosing Greater Way Home Inspections. Your report is ready. Message and data rates may apply. Reply HELP for help or STOP to unsubscribe."

6. Required Keywords and Responses

The following keywords must be supported and clearly disclosed in all opt-in and message content:

STOP – Immediately unsubscribes the user from further text messages and confirms opt-out with a final message. **HELP** – Returns a message with contact information and instructions for assistance.

7. Contact Information

For help, questions, or additional information, please contact us:

Greater Way Home Inspections

Email: philip@greaterwayhomeinspections.com

Phone: (979) 335-5004

Website: www.greaterwayhomeinspections.com