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NAVIGATING THE TCPA UPDATE:

A GUIDE

TO ONE-TO-ONE CONSENT COMPLIANCE

PREPARING FOR JANUARY 27, 2025

Prepare your home service businesses for the January 2025 TCPA changes requiring explicit one-to-one consent. It explains key updates, the importance of personalized consent, and how Know Your Customer (KYC) tools help businesses manage compliance seamlessly. With features like consent verification, DNC integration, and AI-driven lead insights, KYC supports compliant outreach and optimized lead quality, helping businesses reduce legal risks while driving growth.

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THE 2025 TCPA UPDATE: A NEW ERA FOR MARKETING COMPLIANCE

ADAPTING TO STRICTER STANDARDS AND THE IMPORTANCE OF TCPA COMPLIANCE

The **January 2025 TCPA changes** bring significant shifts to marketing compliance, introducing stricter rules that mandate one-to-one consent for every customer interaction. These changes require businesses to adopt effective consent management systems to avoid costly penalties and legal risks. For home service companies that depend on phone-based outreach, adapting to these updates is crucial to staying compliant and safeguarding their operations.

As the regulatory landscape evolves, businesses must proactively manage consent and ensure they are meeting new legal standards. **Know Your Customer (KYC)** offers a streamlined solution to help businesses automate consent tracking, reduce legal risks, and optimize operational efficiency—all while keeping compliance efforts seamless.

COMMON PITFALLS IN TCPA COMPLIANCE

Failure to Verify Consent: Not confirming or documenting consent before outreach leaves your business exposed to potential legal violations and penalties.

Lack of Consent Tracking: Without a system to track consent across different channels, you risk not being able to prove compliance, which can lead to fines and costly legal challenges.

Neglecting Compliance Updates: Ignoring updates to TCPA regulations can result in violations you didn't anticipate, leaving your business vulnerable to fines and lawsuits.

Don't wait until it's too late. Prepare now with Know Your Customer to streamline consent management and stay compliant. [LEARN MORE](#) | [SIGN UP](#)



THE 2025 TCPA CHANGES EXPLAINED

UNDERSTANDING THE NEW RULES AND HOW THEY IMPACT OUTREACH

The updated TCPA requirements, effective **January 27, 2025**, mandate that businesses secure **explicit consent** before contacting customers. These regulations apply to all outreach efforts, including calls and text. Violations will result in increased penalties and a higher risk of lawsuits. This chapter outlines the key regulatory changes and their impact on marketing efforts.

KEY CHANGES

Explicit One-to-One Consent: Consent must be specific for each communication method (call, text, etc.).

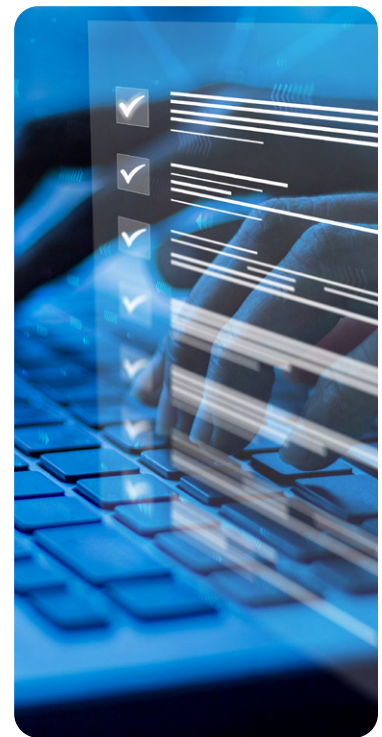
Do-Not-Call (DNC) Compliance: Strict adherence to National and state DNC lists is mandatory.

Increased Penalties: *Fines up to \$1,500 per violation* and increased litigation risks.

New Consent Records: Businesses must maintain detailed consent records for each communication channel.

Automated Systems: Auto-dialers and pre-recorded messages require explicit consent.

Consumer Legal Rights: Consumers can pursue legal action for violations, increasing litigation risks.



IMPACT ON MARKETING EFFORTS

These changes require businesses to overhaul their **telemarketing practices** to ensure compliance. The new rules not only affect how you obtain consent but also how you track, manage, and prove compliance. Businesses will need more robust systems for **consent management** and **record-keeping**, as well as tools that integrate with DNC lists and consent verification processes. Ensuring compliance will not only avoid penalties but will also improve **consumer trust** and the overall quality of outreach efforts.

KEY TCPA COMPLIANCE GAPS TO ADDRESS IN 2025



COMMON COMPLIANCE GAPS

With the January 2025 TCPA updates, businesses must be vigilant about avoiding these common compliance gaps:

Inconsistent DNC Scrubbing: Failing to regularly check against the Do-Not-Call list increases exposure to penalties.

Lack of Channel-Specific Consent Records: Without clear documentation for each communication method, businesses are vulnerable during audits or legal challenges.

Consent Expiration: Failing to track consent expiration or re-engage leads without updated consent can lead to non-compliance.

RISK WATCH – TCPA COMPLIANCE GAPS TO AVOID IN 2025

Inadequate DNC Screening: Failure to check against the Do-Not-Call list increases risk of fines.

Lack of Consent-Specific Records: No documentation of channel-specific consent can leave the business vulnerable during compliance audits.

Overlooking Consent Expiration: Re-engaging leads without updated consent may violate TCPA requirements.

Know Your Customer provides a unified solution for managing consent records and strengthening internal processes, seamlessly integrating DNC lookups into your compliance workflow. [LEARN MORE](#) | [SIGN UP](#)

WHY ONE-TO-ONE CONSENT IS A GAME-CHANGER

Previously, businesses could rely on broad consent for outreach across multiple channels. However, the new TCPA regulations make channel-specific consent a legal requirement, meaning each form of communication (call, text, email, etc.) must have explicit consent. This shift fundamentally changes how businesses manage both inbound and outbound leads. To stay compliant, businesses must maintain clear and detailed records for each type of consent, ensuring protection against potential legal disputes and penalties.

COMPLIANCE RISKS WITHOUT KNOW YOUR CUSTOMER

Without Know Your Customer, businesses face significant compliance risks. These gaps can expose you to penalties, legal challenges, and operational inefficiencies:

Manual Consent Tracking: Relying on manual consent tracking increases the chances of errors, putting your business at risk of non-compliance and fines.

Limited Lead Screening: Without tools to assess risk, you may unknowingly contact leads that pose legal risks, increasing exposure to lawsuits.

Inconsistent Lead Records: Not tracking consent and communication history for each lead creates vulnerabilities, leaving you unprepared for audits or legal challenges.

KEY FEATURES

Consent Verification: Validate homeowner data and consent in real-time.

Litigator Risk Assessment: Identify high-risk contacts before outreach.

Comprehensive Lead History: Monitor consent status and engagement history for every lead.

Predictive Portraits™: Use AI to prioritize high-quality leads with better conversion potential.

Increased enforcement of regulations means businesses face higher risk and larger fines. Stay ahead of potential issues with Know Your Customer's tools, ensuring compliance and reducing legal risks. [LEARN MORE](#) | [SIGN UP](#)

BEST PRACTICES FOR REDUCING LITIGATION RISKS

STRATEGIES FOR AVOIDING COSTLY LAWSUITS AND ENSURING COMPLIANCE

Mitigating legal risks requires a proactive approach. Businesses must take key actions to protect themselves from lawsuits while ensuring compliance with TCPA regulations. Effective strategies include screening leads, maintaining updated consent records, and assessing the risk of litigation.

COMMON LITIGATION PITFALLS TO AVOID

Skipping DNC and Litigator Screening: Failing to screen leads against DNC lists and high-risk litigators increases the likelihood of legal action and penalties.

Neglecting Regular Consent Audits: Without periodic audits to verify consent records, businesses may lack the documentation needed to prove compliance.

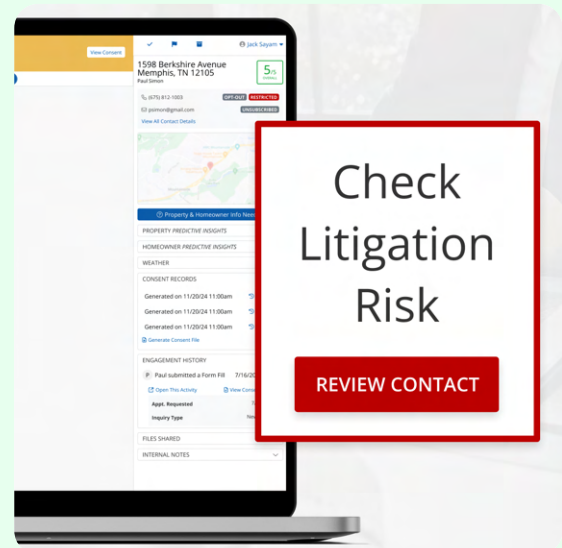
Ignoring Lead Requalification: Not checking consent status for older leads can result in outreach to individuals without current consent, putting the business at risk of non-compliance.

BEST PRACTICES

Maintain Internal DNC Lists: Regularly update and review your contact lists to ensure compliance with Do-Not-Call regulations and avoid penalties.

Conduct Regular Consent Audits: Periodically review consent records to confirm accuracy and ensure your outreach practices remain compliant.

Screen for Litigators: Use litigator screening tools to flag leads with a history of legal disputes, minimizing your risk of costly lawsuits.



With over 1,600 TCPA cases filed in 2023 alone, businesses can't afford to overlook risk mitigation when it comes to compliance. [LEARN MORE](#) | [SIGN UP](#)



*"If you're not using PSAI's **Know Your Customer** software, you're putting your business at **financial risk**. It ensures proper consent through recordings, disclaimers, and checkboxes, which is crucial for **TCPA compliance**. This tool has been key in **protecting us** ahead of the new regulations."*

Eric Peschke | VP of Marketing
ZINTEX Remodeling Group

REAL-WORLD EXAMPLE: SUCCESS WITH COMPLIANCE IN ACTION

HOW ZINTEX USED KNOW YOUR CUSTOMER TO AVOID LEGAL PENALTIES

Zintex was facing a \$2,000 legal threat due to a consent dispute. However, by leveraging Know Your Customer's tools, they were able to provide immediate proof of compliance. The platform's time-stamped records of customer interactions helped Zintex avoid penalties, legal fees, and the potential for a prolonged legal battle. This real-world example illustrates how Know Your Customer enables businesses to mitigate legal risks, ensure compliance, and protect their bottom line, all while building trust with customers.

LESSONS FROM NON-COMPLIANT CASES

Failure to Learn from Past Incidents: Not reviewing and applying insights from previous compliance failures leaves businesses vulnerable to repeating the same mistakes.

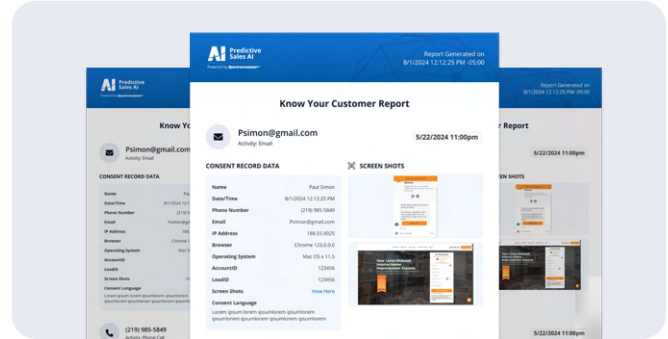
Neglecting Proactive Risk Management: Failing to assess and manage high-risk leads or communication channels proactively can lead to unexpected violations and increased litigation risks.

Know Your Customer's platform simplifies compliance in a heavily regulated environment, helping businesses stay on track while growing. [LEARN MORE](#) | [SIGN UP](#)

NEXT STEPS TO PROTECT AND GROW YOUR BUSINESS

ACTIONABLE STEPS FOR COMPLIANCE AND GROWTH

Preparing for the TCPA changes requires the right strategy and tools. This section outlines key steps to ensure compliance, reduce risks, and drive business growth. With Know Your Customer's support, your team can streamline outreach, enhance lead quality, and stay protected from legal challenges.



STEPS TO ENSURE COMPLIANCE AND PROTECT YOUR BUSINESS

To successfully navigate the new TCPA regulations, proactive steps are essential. By implementing the right tools and processes, you can streamline compliance, reduce risks, and protect your business from legal challenges. Here's how to stay on track:

Integrate Compliance Tools Today: Automate consent tracking and reporting to ensure real-time compliance and reduce manual errors.

Educate Your Team: Use detailed, audit-ready reports to ensure your team understands the importance of one-to-one consent and the new TCPA requirements.

Monitor Compliance Regularly: Regularly review and update consent records, staying on top of evolving regulations to ensure continuous compliance.

READY TO SIGN UP?

Scan the QR code or visit predictivesalesai.com/signup to get started!



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