



10-DLC

Explained for Real Estate Agents

A Practical Compliance Whitepaper for **Real Estate Messaging**



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Executive Summary

Business text messaging in real estate is now governed by strict carrier rules.

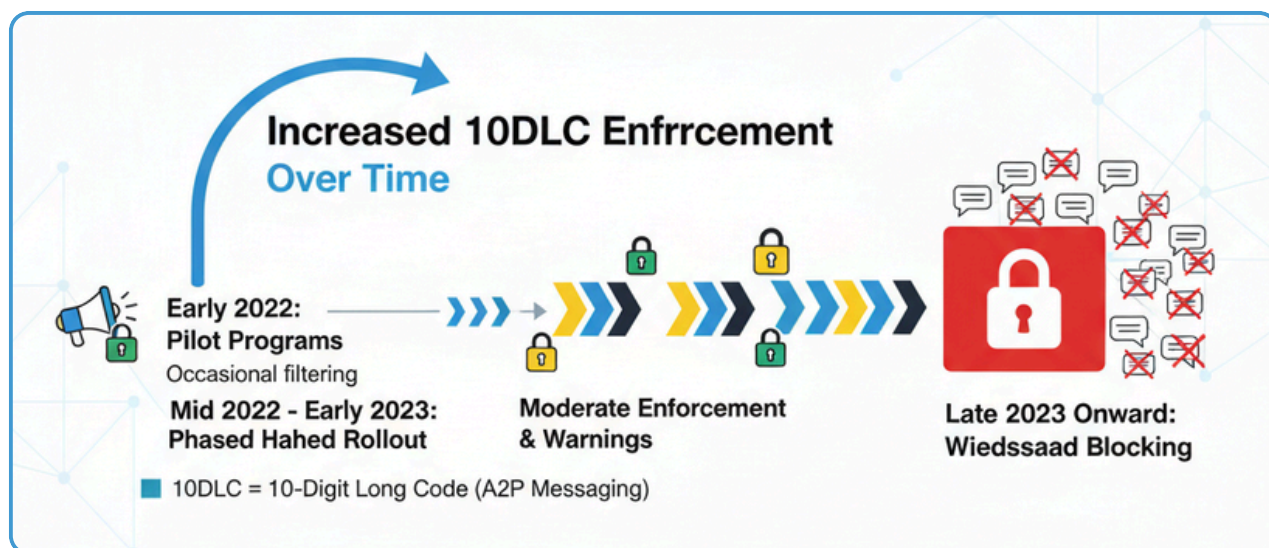
What was once a simple feature inside a CRM has become a regulated communication channel that requires registration, review, and ongoing oversight.

Many real estate teams encounter 10DLC for the first time through warning emails, rejected campaigns, or sudden delivery failures.

This whitepaper explains 10DLC in clear terms for real estate professionals.

It outlines why carriers introduced registration requirements, how these rules affect day to day messaging, and why many real estate campaigns fail approval.

It also explains how CPaaS infrastructure and compliance processes determine whether messages are approved, delivered, or blocked.



Introduction

Text messaging is deeply embedded in real estate workflows.

Agents use SMS to respond to inquiries, confirm showings, coordinate transactions, and stay in touch with clients.

For years, these messages were sent with little oversight from carriers. That environment no longer exists.

Carriers now require businesses to formally register who they are, why they send messages, and how recipients consent to receive them.

This system is known as 10DLC. For many real estate teams, 10DLC appears complex, confusing, and disconnected from daily operations.

Understanding it is now essential to maintaining reliable communication.

Problem Statement

Real estate teams face delivery risk and compliance exposure due to misunderstanding or ignoring 10DLC requirements.

Common challenges include:

- Campaigns rejected without clear explanation
- Messages blocked after initial approval
- Conflicting guidance from CRMs and vendors
- Fear of fines or account shutdowns.

Because 10DLC compliance is often treated as a technical detail, teams underestimate its impact. In reality, non-compliant messaging directly affects delivery and revenue.



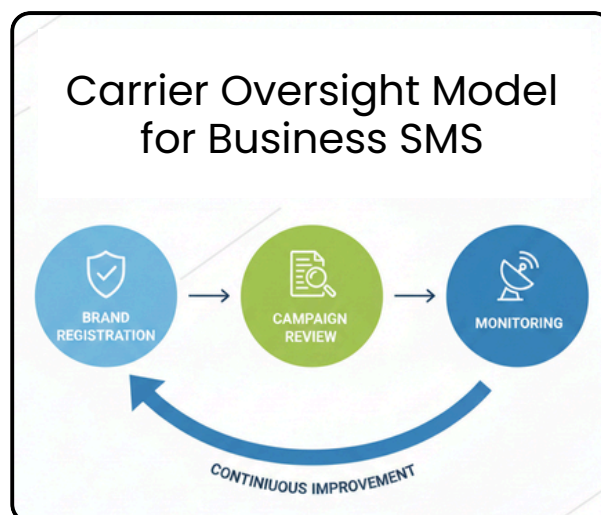
Industry Context and Background

Carriers introduced 10DLC to restore trust in business messaging. As spam and unwanted texts increased, networks needed a way to identify legitimate senders and enforce accountability.

Real estate messaging falls under heightened scrutiny due to volume patterns and similar message templates used across agents.

Under 10DLC, businesses must:

- Register their brand identity
- Describe message use cases
- Provide sample content
- Confirm opt in and opt out practices



What 10DLC Means for Real Estate Messaging

10DLC affects nearly every real estate text sent from a local phone number.

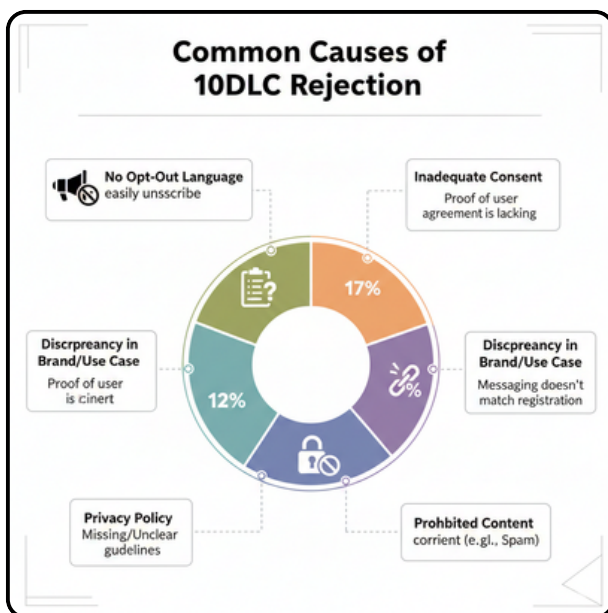
This includes:

- First contact messages
- Follow ups
- Appointment reminders
- Transaction updates

MESSAGE TYPES MAPPED TO 10DLC USE CASES				
MESSAGE PURPOSE		Standard Low Volume Mixed	10DLC APPROVAL Charity/Non-profit	10DLC APPROVAL CATEGORIES
	Transactional	✓ Standard	✓ Standard	✗
		✓ Standard	✓ Standard	💰 💰
	Promotional/ Marketing	✓ Standard	✓ Standard	💰 ✗
	Conversational/ Two-Way	✓ Standard	✓ Standard	💰 ✗

Each campaign must align with an approved use case. Messages sent outside that scope risk filtering or suspension. Compliance is not a one time event but an ongoing requirement.

Why 10DLC Registration Fails for Many Teams



Registration failures are common because many campaigns are submitted without review.

Issues include vague descriptions, missing consent language, and message examples that resemble spam patterns.

When campaigns are rejected, teams often resubmit without changes, leading to repeated delays.

This creates weeks of downtime during critical sales periods.

How CPaaS Infrastructure Impacts 10DLC Outcomes

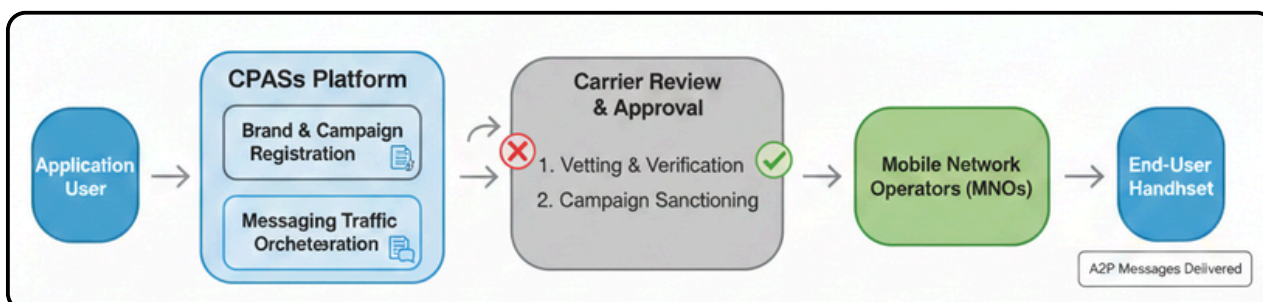
CPaaS providers act as intermediaries between CRMs and carriers.

Their role includes submitting registrations, routing traffic, and monitoring compliance signals.

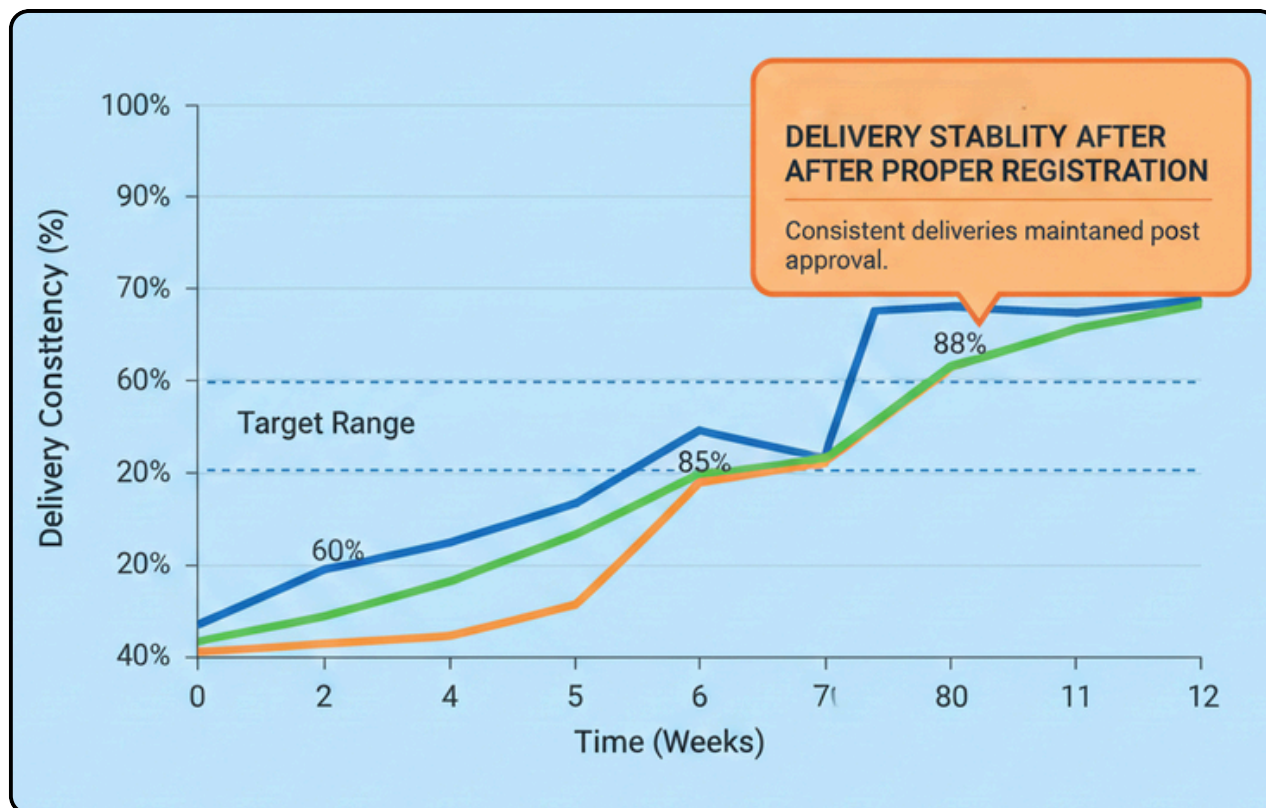
Providers with limited compliance support treat registration as a formality.

Carrier-grade platforms review campaigns, validate content, and align traffic patterns with approved use cases.

This difference significantly impacts approval rates and long term delivery.



Practical Use Cases for Compliant Real Estate Messaging



When properly registered, 10DLC supports reliable real estate communication such as:

- Immediate response to inbound inquiries
- Scheduled reminders for showings
- Status updates during transactions
- Long term relationship messaging

Compliance enables consistency across processes, communication, and service delivery.

When standards and guidelines are clearly defined and followed, teams experience fewer errors, less confusion, and reduced time spent on troubleshooting avoidable issues.

This frees up valuable time and energy, allowing teams to focus on what truly matters—building stronger relationships, delivering better experiences, and engaging clients with greater confidence and reliability.

Recommendations for Real Estate Teams

To reduce compliance risk and delivery issues, teams should:

- Treat 10DLC as a core operational requirement
- Centralize registration at the brokerage or team level
- Review message content before submission
- Monitor campaign performance after approval
- Partner with providers that offer compliance guidance



Conclusion

10DLC is not a temporary hurdle but a permanent part of business messaging. For real estate teams, ignoring or rushing compliance introduces unnecessary risk.

By understanding registration requirements and choosing infrastructure designed for compliance, teams can protect delivery, maintain trust with carriers, and communicate with confidence.

About Signalmash

Signalmash is a global communications infrastructure company that helps organizations build reliable, compliant, and transparent messaging systems at scale.

Built on direct Tier1 carrier connections and a compliance-first framework, Signalmash ensures every message reaches its destination — instantly, securely, and cost-effectively.

From enterprise alerts to marketing automations, we provide the architecture that makes business communication dependable and measurable.

Talk to Our Team

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