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Filing Detail

Submission ID	1020160082915	Proceedings	CG 02-278 CG 21-402
Name of Filer	Irelocation Network, Inc.	Law Firm	
Author Names		Presented To	
Type of Filing	COMMENT	Filing Status	DISSEMINATED
Viewing Status	Unrestricted		
Date Submitted	Feb 01, 2024		
Date Received	Feb 01, 2024	Date Posted	Feb 02, 2024
Brief Comment	<p>Dear FCC Commissioners, We are writing this comment in response to the reopened comment period regarding the FCC's Second Report and Orders: 02-278 – Regulations Implementing the Telephone Consumer Protection Act 21-402 – Targeting and Eliminating Unlawful Text Messages which seeks additional comment regarding ways to refine the newly adopted one-to-one consent rule to mitigate burdens to small businesses. This Order will directly affect our small business, The iRelocation Network Inc. We owned an Auto Transport company and realized the potential of finding customers on the Internet to grow our business. In 1998, The iRelocation Network (IRELO) was founded to rectify the lack of quality customers and leads in the relocation industry. We soon realized that customers wanted multiple quotes from various auto transporters and moving companies when researching to move their home or vehicle. Consumers wanted to shop around, so we created a network of auto transporters and movers to help people with their relocation needs. Over the years, we have grown with our network and employees and have indeed become a family-run business. Our network of customers relies on a shared lead price to afford marketing costs and continue to run their small businesses. The support of a lead generation company is crucial for their business to succeed. For IRELO to continue providing the same leads to our clients at the same price, we need to make significant changes to our lead generation site and how we advertise. We need to spend thousands of dollars on developing our websites and increasing the price of a lead to our customers to offset the increases in advertising costs. Without leads, these companies may cease to exist as they currently do with the proposed FCC changes. Our client base is over 100+ small businesses that rely on the "shared" lead model to keep the cost per lead down. The newly proposed one-to-one model will not be feasible and will drive costs up. Leads will cost more to generate, and less revenue will be made. The outcome will have an adverse impact on the consumer as this essentially drives the direct cost to the consumer up. Ultimately, the impact will impact many small businesses by job loss and closure of small businesses. According to recent statistics, small businesses currently make up 50 percent of U.S. employees. Sincerely, Jinx Smith Co-Founder & CFO Irelocation Network, Inc.</p>		

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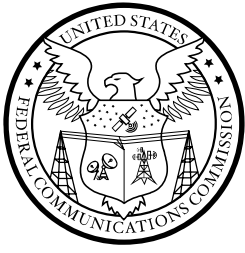
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