

Privacy Policy

The Executor's Guide · Published by Waypoint Media Group · Effective October 24, 2026

The Executor's Guide is a free resource for executors, personal representatives and heirs selling an estate home in Pennsylvania and Florida. It is published by Waypoint Media Group ("we," "us"). This policy explains what we collect when you request the guide, how we use it and the choices you have.

What we collect

When you fill out our request form, we collect the information you give us: your first and last name, email address, phone number (optional), the property address, city and state, your role, your selling timeline and any message you include. We also record whether you checked either text message consent box. Like most websites, our form provider may log basic technical data such as IP address, browser type and the date and time of your request.

How we use it

- To email you the guide you requested.
- To answer your questions about the property, if you ask us to.
- To connect you, when you request help or a value check, with a licensed real estate professional who serves your county in Pennsylvania or Florida.
- To send text messages, but only if you checked a text message consent box.
- To keep records of your request and your consent.

Who we share it with

We do not sell your personal information. We share it only:

- With licensed real estate professionals we work with in Pennsylvania and Florida, so they can follow up on your request.
- With service providers that run our forms, email, texting and contact management on our behalf. They may use your information only to provide those services.
- When required by law or to protect our rights.

Text messaging: No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties.

Your choices

- **Email:** use the unsubscribe link in any email, or reply and ask us to stop.
- **Text:** reply STOP to any message to opt out. Reply HELP for help. Message and data rates may apply.

- **Access or deletion:** email us and we will tell you what we hold about you and delete it on request, unless we must keep it by law.

How long we keep it

We keep your information as long as needed to respond to your request and follow up, and for any period required by law. You can ask us to delete it at any time.

Security

We use reasonable safeguards to protect your information. No method of transmission or storage is completely secure.

Children

The Executor's Guide is not directed to anyone under 18, and we do not knowingly collect information from children.

Changes

We may update this policy. The effective date at the top shows when it last changed.

Contact

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