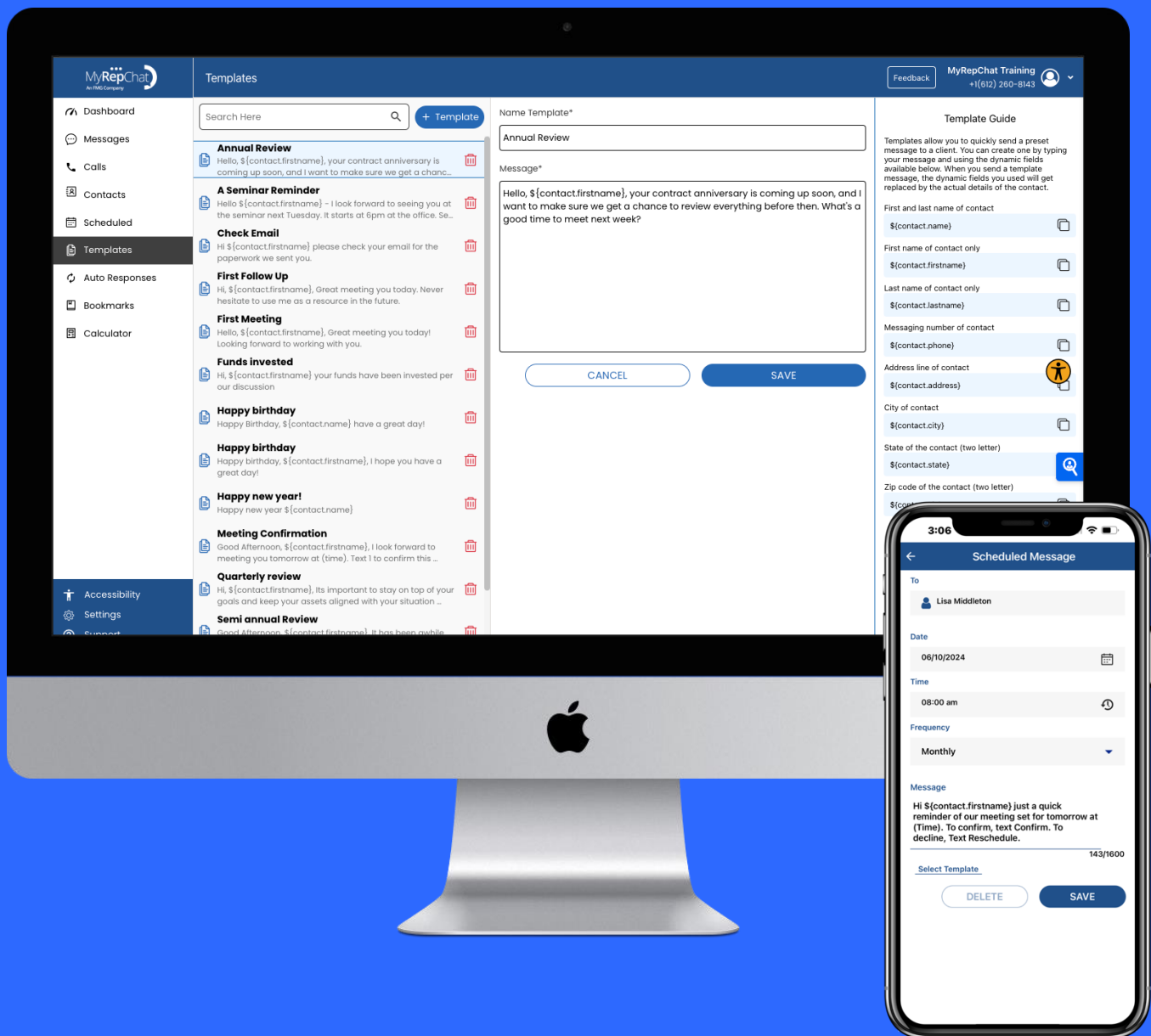


# Enterprise myrepchat

A compliant text messaging solution for organizations of all sizes





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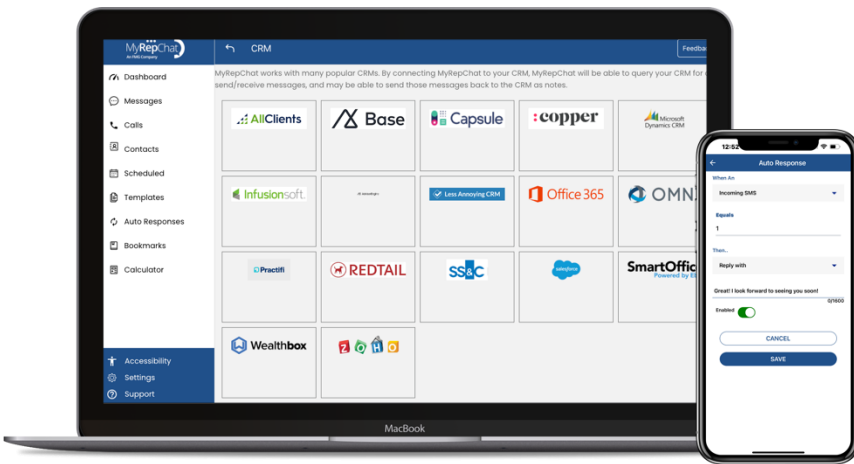


# What is myrepchat?

Trusted by over 50,000+ financial advisors nationwide, MyRepChat has been the gold standard for compliant texting communication since 2017.

Our secure messaging platform serves financial advisors, broker/dealers, and compliance teams with solutions that transform how they connect with clients.

In today's evolving regulatory landscape, we deliver capabilities that go far beyond basic text-messaging while ensuring complete compliance. Our platform doesn't just safeguard conversations – it helps define industry standards, allowing you to communicate with confidence and efficiency.



## Texting is a powerful prospecting tool



Texting a prospect after initial contact can increase conversion rates by

**112.6%**



Sending 3 or more follow up messages increases conversion by as much as

**328%**

## Texting transforms business communication



Only **30-50%** of advisors confirm their appointments.



Once an appointment is confirmed, there is a **90% chance** it will not be rescheduled.



Text message response rates are **209% higher** than phone call response rates.

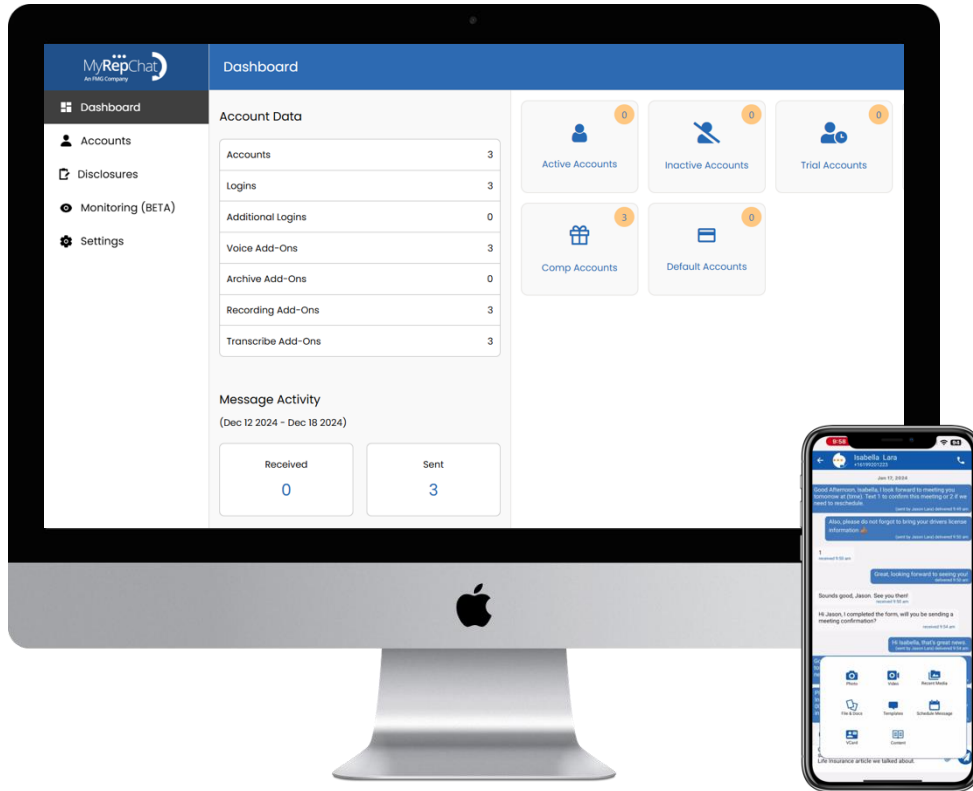


Text message confirmations convert **295% more** than email confirmations.



# We make compliance easier

MyRepChat simplifies integration, enhances user adoption, and ensures regulatory compliance, empowering Home Offices to navigate complex compliance requirements with efficiency.



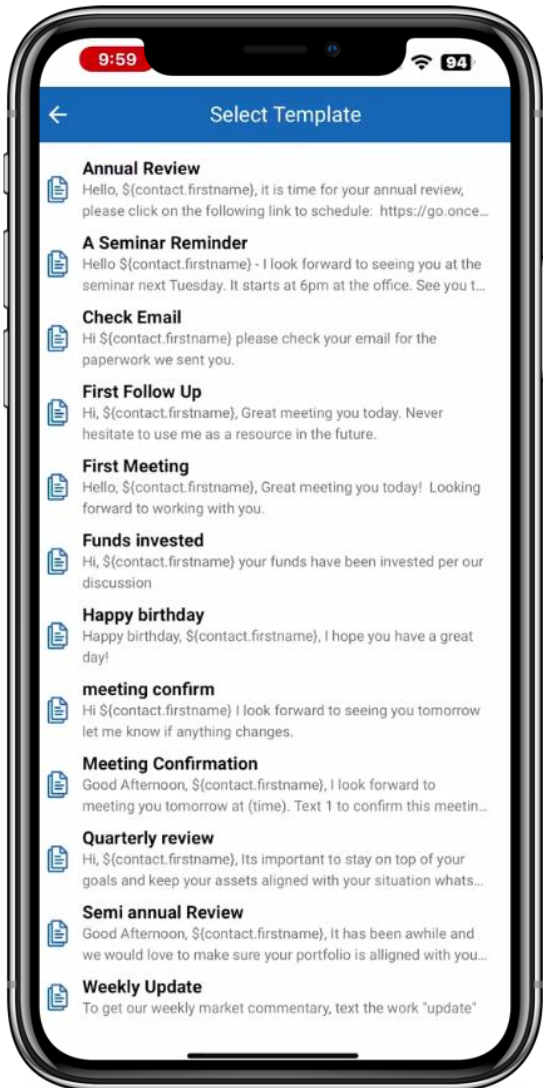
Our platform guarantees secure communication and tackles regulatory challenges to avoid hefty fines from entities like the SEC. Regulators are engaged in a multi-year initiative to penalize financial firms for oversight failures related to off-channel electronic communications, and since 2021 fines have reached over

## \$3 billion.



# Compliant text messaging built for enterprises

MyRepChat empowers advisors with text-based client communication, ensuring compliance and seamless connectivity. Our flexible features are highly valued by our enterprise customers and advisors:



## Compliance is top of mind

We comply with FINRA and SEC requirements, monitoring and retaining all text messages seamlessly with direct communication to your compliance departments.

## Templatize outreach

Transform your frequent messages into ready-to-use templates that add a personal touch while saving valuable time. Whether you're sending birthday wishes, anniversary congratulations, event invitations, appointment reminders, or follow-ups, create and save custom templates that are always at your fingertips.

## Set your communications on autopilot

Schedule personalized messages to send monthly, quarterly, or yearly – from annual review reminders to birthday wishes and seasonal greetings. Create them once, and let MyRepChat deliver them right on time, every time.



*The templates and the autoresponse are scheduled annually, like Happy New Year, Christmas, Happy Thanksgiving—everybody is so happy with that. But what I love most is just getting into the face of the client right there and then. I'm responding right away.*

– Jeanie S.



# Compliant text messaging built for enterprises

## Workflow automation

Save valuable time by creating customized workflows, automating responses to specific client texts, and ensuring prompt replies.

## Effortless auto-forwarding

With MyRepChat, seamlessly transfer your office number or obtain a new one through the platform, ensuring a unified business identity and preventing clients from mistakenly texting personal numbers.

## Broadcast messaging

Using Distribution Lists in MyRepChat, users can send the same message to multiple contacts at once while ensuring each recipient receives an individualized message, allowing for personalized responses.

## Contact import and CRM syncing

Users can easily import contacts from their CRM or mobile device and benefit from automatic updates of all sent and received texts in their CRM, ensuring a comprehensive communication record.

## Instant archiving

Through our partner integrations, users can enjoy the simplicity of instantly archiving shared text messages and files.



## Data Loss Prevention (DLP)

We enable customization options for triggers and notifications and set keywords for sensitive data to review, approve, and reject messages.



*Text is the way to go. It's easy and it doesn't take the time of an over the phone conversation.*

*– Erin F., MyRepChat customer*

““

MacGyver. The tool belt. So many more features than text. The template feature. The schedule for future delivery feature. The superpower is that they go beyond texting to provide a tool that can be part of your digital office.

– Dana S., LPL

””

““

We picked our top 50 clients, and the day before Thanksgiving, we scheduled a Happy Thanksgiving message for each individual and scheduled them at noon on Thanksgiving Day, we got 12 responses and 3 referrals from that effort.

– Shawn M.

””

““

Going from not being able to text to being able to text was life-changing. My clients would text me and I'd have to tell them I can't text—which was a terrible experience.

– Shanna T.

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– Shanna T.





# Regulatory environment

Meet the texting demand & minimize risk

Text messaging dominates modern communication, with 80%<sup>1</sup> of Americans preferring it to calls and 90% of texts read within 3 minutes<sup>2</sup>.

Financial advisors need a compliant texting solution to meet client expectations and avoid regulatory fines.

MyRepChat delivers this, ensuring FINRA and SEC compliance in the fast-paced digital age.

Recent SEC investigations have highlighted unapproved texting practices, resulting in significant recordkeeping violations affecting firms and advisors.

To mitigate these risks, brokers/dealers should consider an enterprise agreement with MyRepChat, offering a compliant text solution and enhancing advisor-client interaction.

Centralizing communication on our platform facilitates efficient monitoring and record-keeping, ensuring compliance with federal securities laws and preventing potential violations.

## Facts & figures



98%



Text messages have a 98% open rate compared to email open rates of 20%.

63%



63% of U.S. customers prefer texting with businesses rather than calls.

89%



89% of consumers say they prefer texting with businesses over any other mode of communication.

95%



95% of all text messages are read within 90 seconds.

200%



Advisors who add a text communication option have seen up to a 200% increase in marketing opt-ins.

1. Source: Dialpad  
2. Source: Forbes

## Case Study: validating ease of adoption

Our Customer Success team conducted a case study on an organization with 100 advisors, support teams, and a compliance team.

Initially aiming for a 5-year plan, the organization realized the need for faster integration of MyRepChat into their technology fee structure due to underestimated adoption rates.



61%

increase in MyRepChat platform **adoption among advisors** from the previous year.



147%

In In 2023, we saw a surge of growth, **sending and receiving** 29,706 texts – an impressive leap from 12,032 texts sent in 2022. That number continues to trend upwards in 2024.



59%

Average number of texts sent per day by the firm increased from 2022 to 2023, showing a **rise in daily client correspondence**.

## Proven success for organizations of all sizes



### Large-scale enterprise

5000+ users

- ✓ Successfully deployed 15,000 advisor and support staff
- ✓ Custom development for OAuth, MDM/MAM and SSO
- ✓ Successfully transitioned 2,900 new users from previous text solution
- ✓ Premium feature implementation including text, voice and monitoring



### Mid-size organization

2000+ users

- ✓ Implemented for approximately 2,000 advisors and support staff
- ✓ Custom voice transcription and recording for CFTC compliance
- ✓ Complete implementation within 60-day timeline
- ✓ Specialized regulatory requirements handling
- ✓ Integration with existing compliance systems

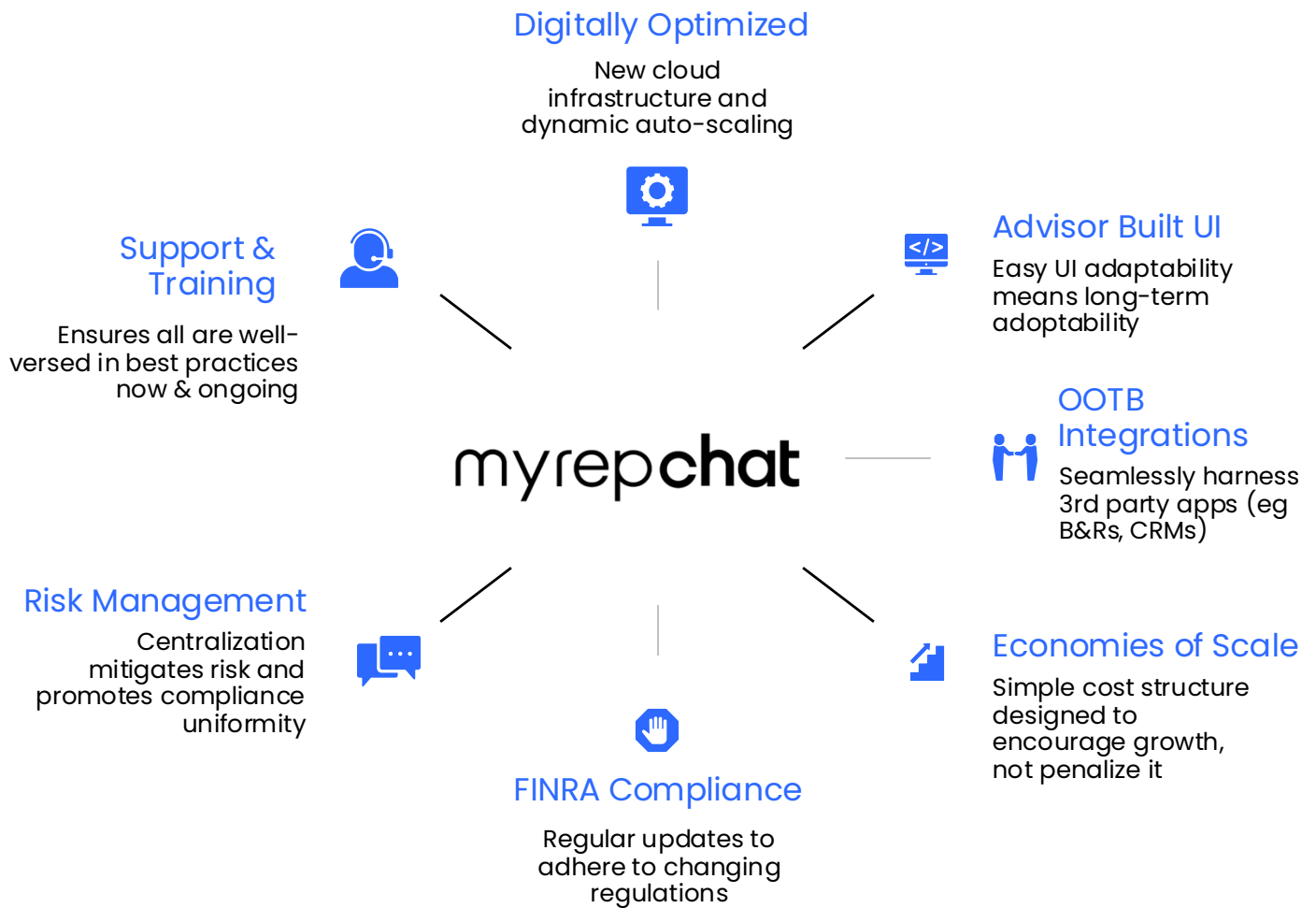


### Growing organization

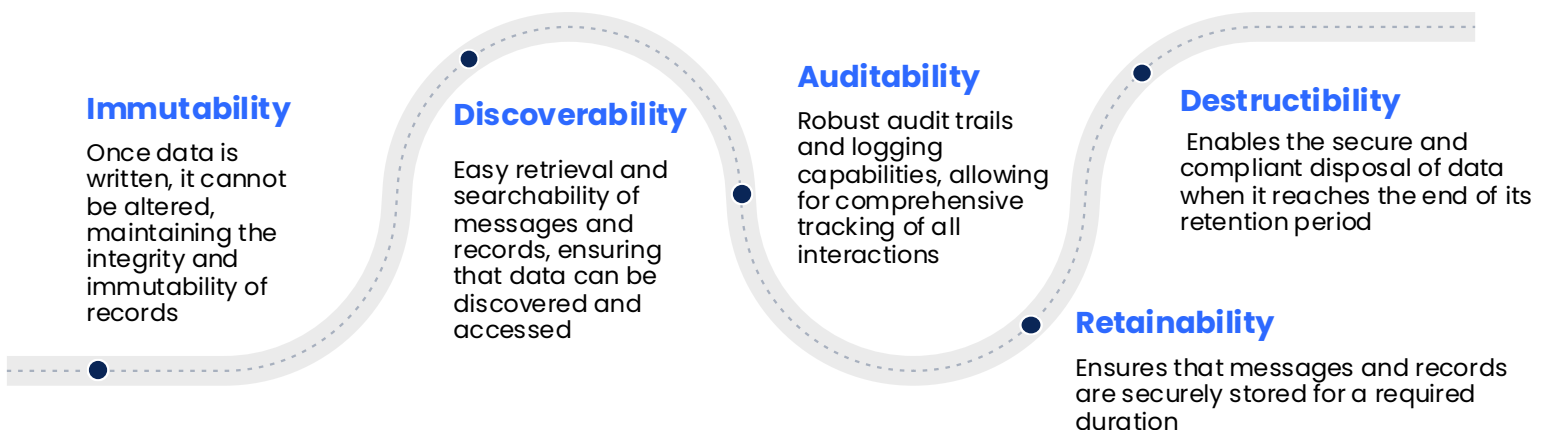
- ✓ Scalable implementation starting with under 100 users
- ✓ Growth capacity of 65+ users monthly
- ✓ Expanded to 2,100+ users
- ✓ Premium feature implementation
- ✓ Generated customizable compliance workflows



# A fully integrated solution

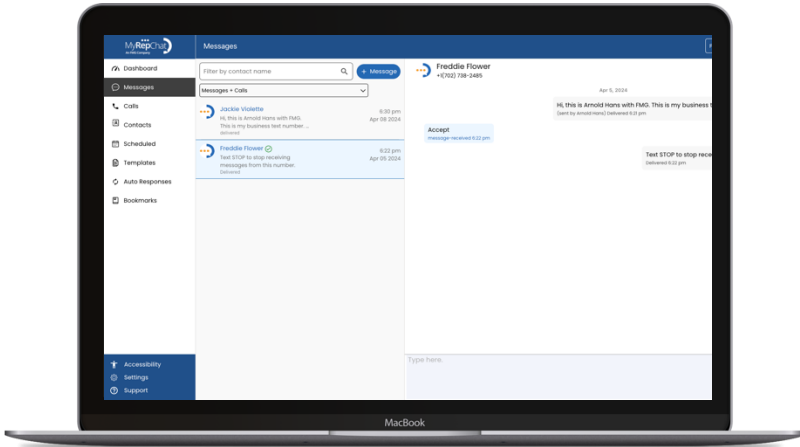


## 17a-4 WORM Compliance





# Telecommunication regulations



The TCPA, a 1991 federal law, restricts telemarketing via calls, texts, and fax to protect consumer privacy. MyRepChat, a tool for financial advisors and clients, complies with these regulations through its terms of use.

The default Negative Consent feature prevents communication with clients who opt out, securely storing their data on Twilio.

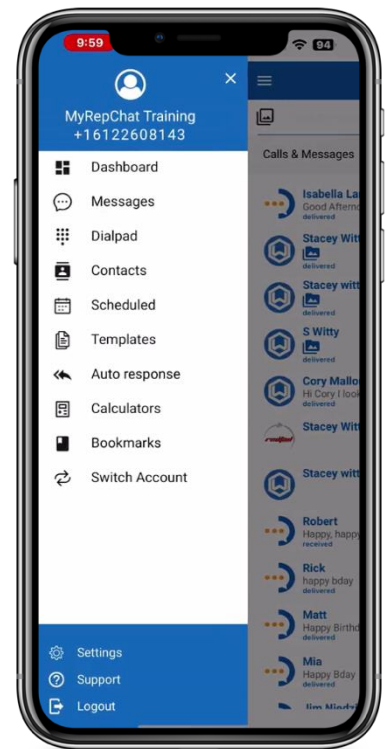
The optional Positive Consent feature allows organizations to send initial consent messages to clients, customizable based on firm or user details. Communication can proceed freely once "ACCEPT" is received.

## Enterprise Licensing

MyRepChat offers flexible enterprise solutions. Our team is ready to guide your firm through our various licensing options to find the best fit for your needs.

## Lean On Us

Our team collaborates with your firm to ensure a successful MyRepChat launch, offering structured guidance and support during onboarding. We provide a consultative approach to enhance engagement and growth strategies below



### Home Office Readiness

Training and resources to prepare your home office teams for advisor onboarding.



### Building the Buzz

Communications and training to ignite excitement and boost engagement among financial professionals for our new platform.



### Adoption & Engagement

Best practices, resources, and training to empower advisors, drive adoption, maximize engagement, and achieve business growth.

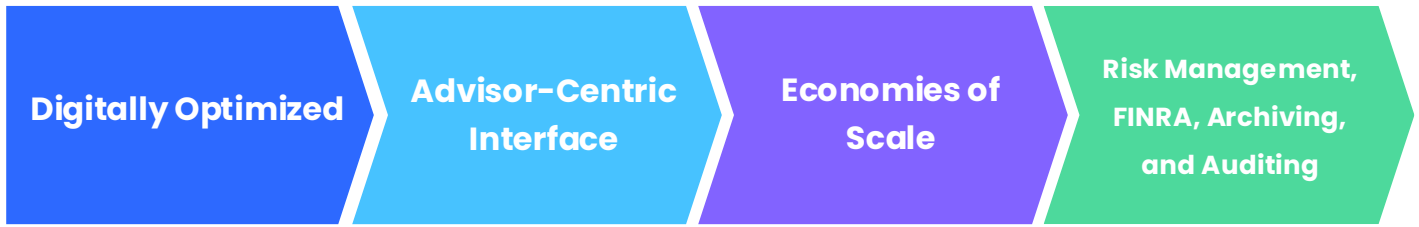


### Dedicated Support

A customer service team dedicated to your firm's success, providing tailored educational content and support to encourage platform usage..

# The whole package

We make it easy by providing everything needed in one place in a simple-to-use interface.

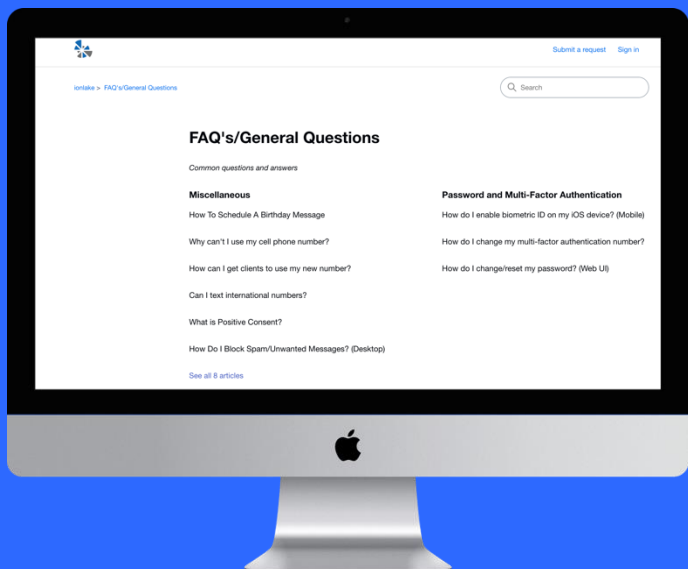


Ongoing investments in FMG product MyRepChat's cloud infrastructure boost performance with faster load times, increased availability, reduced maintenance, and platform improvements.

We pride ourselves on tailoring the user experience to advisors' business practices. MyRepChat offers more than just compliance—it's a versatile option for expanding customer reach through workflows, templates, automations, and more.

A simple cost structure is essential, and MyRepChat will not nickel and dime you; we want to encourage usage and not penalize anyone for it.

Our aim is to reduce liability risks by providing a centralized platform that meets regulatory obligations, archives data, and aids audits. We simplify the process for Compliance teams with pre-built methods for sending information to the organization's chosen books and records system.



## Support & Training

We provide ongoing education and dedicated support to nurture your firm's growth. With a personal account manager and support team available, we resolve **90% of issues within one business day** to ensure your success.

# The whole package

**Bottom line:** our platform is easy to use and seamlessly integrates for easy information retrieval, all at a reasonable cost.



Our Administration Portal dashboard simplifies compliance tasks with streamlined client consent processes, Regex Pattern assembly, automatic prevention of risky messages, keyword alerts for PII infringements, automated scheduling of disclosures, and additional features.

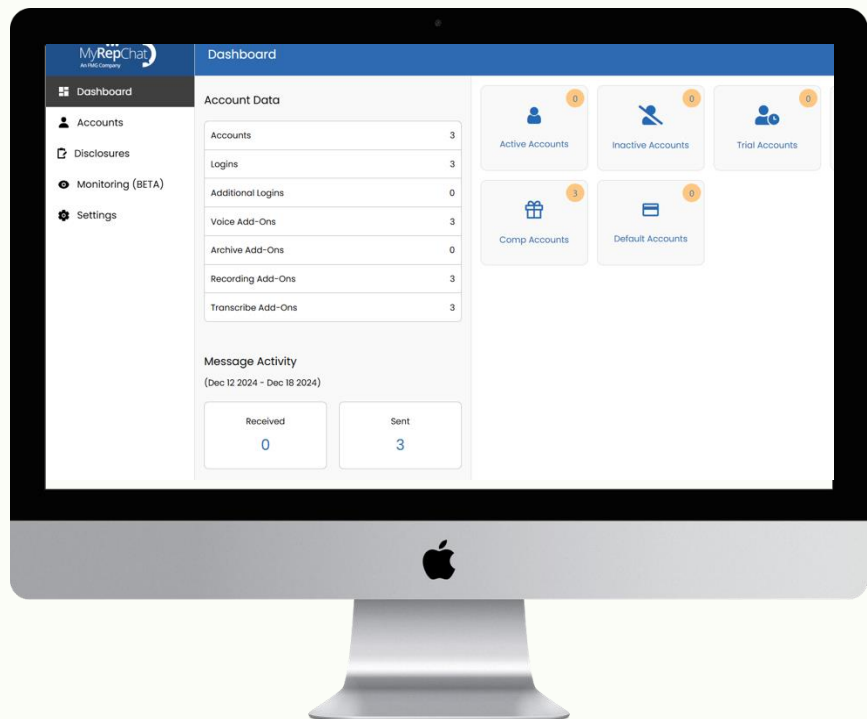
We pride ourselves on tailoring the user experience to advisors' business needs. MyRepChat offers more than compliance—it's a flexible solution for expanding customer reach through workflows, templates, automations, and more.

Since 2021, SEC fines have exceeded \$2 billion for improper communication practices. Our platform ensures compliant text communication, secure file sharing, and collaboration among advisors, support teams, and home office specialists.

Our API tool-kit empowers tech-focused leadership to implement single sign-on capabilities in the advisor intranet dashboard. Advanced API features, such as enhanced searchability, seamlessly integrate MyRepChat with existing record systems.

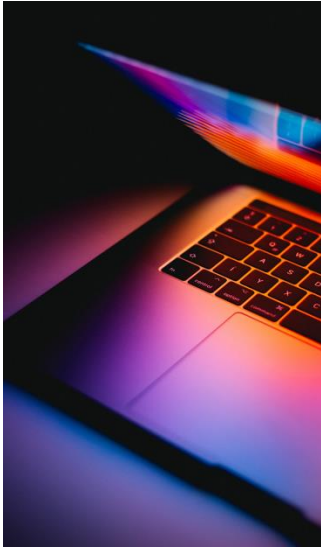


Experience ultimate enterprise control with our Admin Portal



# Home office control

We make it easy by providing everything needed in one place in a simple-to-use interface



|   |   |  |
|---|---|--|
| Set TCPA policies   | Turn features on or off based on their requirements                   | Activate, suspend, or terminate accounts                   |
| Establish Data Loss Prevention (DLP) patterns   | Establish account creation guidelines                                 | Check account or organization-wide activity                |
| Establish archiving integration for the entire organization   | Add Admins  | Determine which integrations are used the most by advisors |
| Customize their archive report layout and frequency<br>Validate that their archive data was sent and received by the archiver | Find their unique URL or App Code to allow users to create an account | Reset user passwords                                       |
|   | Create accounts for users   | ...and much more   |

## Security is Our Priority



Messages are encrypted in transit



No one other than the advisor has access to messages



Multi-factor authentication



Data is stored in dedicated databases for each user



Messages are encrypted at rest



The firm owns all data at all times



SAML is available



*Not every BD has the benefit of using this. Most advisors are just texting under the radar. They're breaking the law.*

*– Andy P.*



# Integration partners

Our platform seamlessly integrates with various CRMs and archivers, ensuring smooth data flow and efficient record-keeping processes

## CRM Integrations



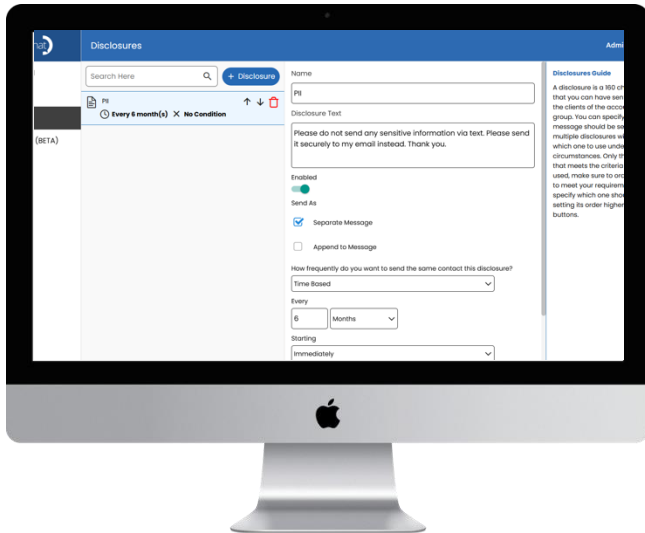
## Archiving Integrations





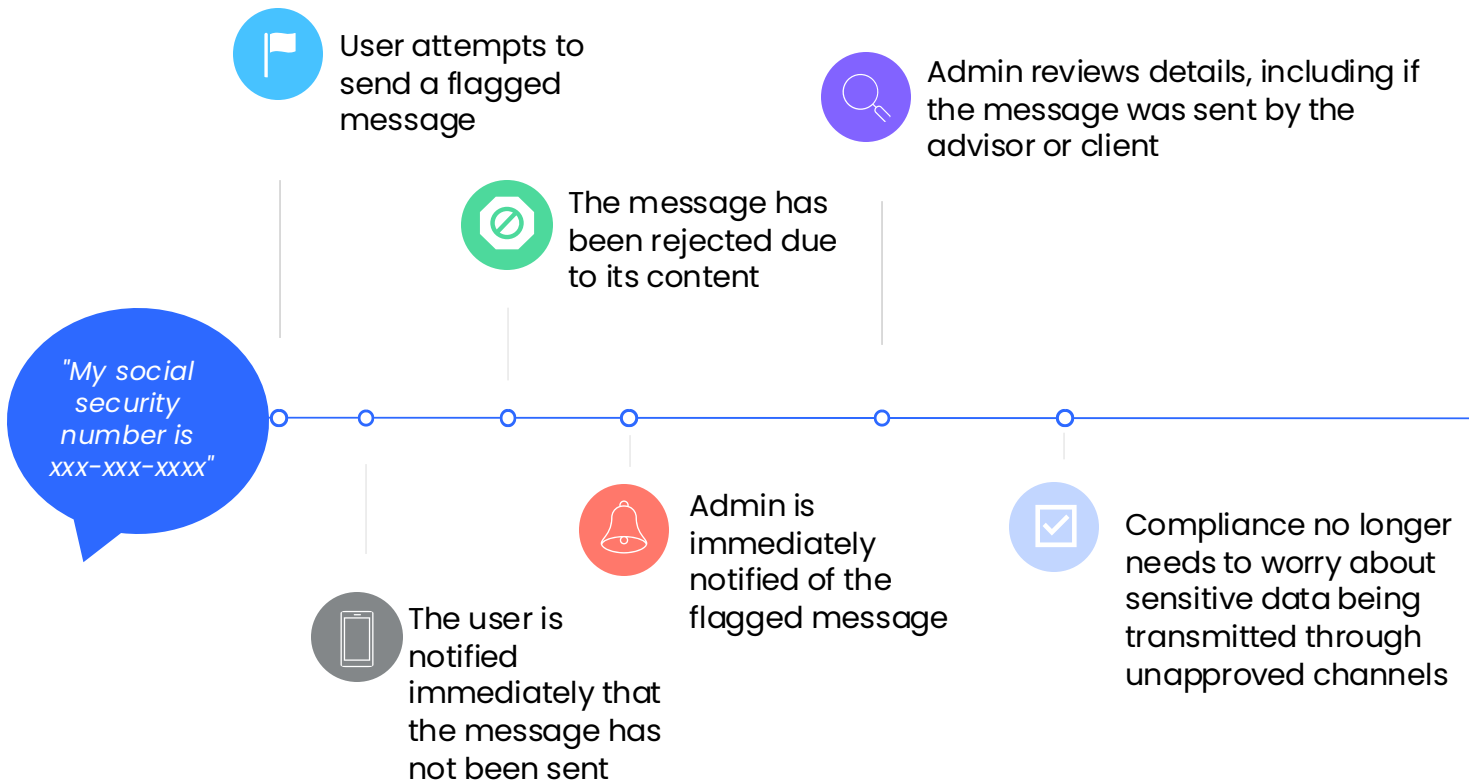
# Data Loss Prevention (DLP)

Prevent users from transmitting sensitive or critical information.



MyRepChat's DLP feature allows for:

- 100% customization
- Immediate triggers and notifications
- Pre-Review: requiring an approval or rejection of the message
- Post-Review: Allows message to be sent; however, still triggers a notification
- Reject: Allows for messages containing sensitive data to be automatically rejected
- Pre-reviewing a text message has been almost impossible up until this point. With our new DLP feature, it is now possible!





# MyRepChat checks all the boxes

MyRepChat provides a cost-effective digital messaging solution with a fixed pricing model covering implementation, delivery, and ongoing expenses.



## Always Compliant

- Establish disclosure requirements for your firm (negative consent, positive consent, disclosure messages/links)
- Alerts to your Compliance team if a user updates their profile
- Full Administrative Portal
- Ability to view and oversee all users (usage, texting number, de-activate and terminate accounts)
- Notification when new users sign up
- Integration with an existing archiver
- Your firm holds ownership of all data and archives



## Easy Account Set-Up

- Ability to use SAML for logging in
- Integration with your firm's CRM of choice
- Ability to turn features on or off based on your firm's guidelines



## Designated Advisor Portal

- Ability to use SAML for logging in
- Exclusive sign-up link (A personalized URL for your firm's account registration)
- Instant sign-up and usage of MyRepChat
- Add team members who can text on behalf of the advisor
- Full functionality based on policies established by your firm
- Integration with the advisor's CRM
- Instant allocation of new texting numbers or utilization of representatives' office numbers for professional business messaging
- Share images and files (videos, GIFs, documents, emojis)
- Template and Prebuilt Messages: Create and use templates for recurring messages, saving you the effort of drafting new texts every time
- Scheduling functionality for automated messaging on repeat



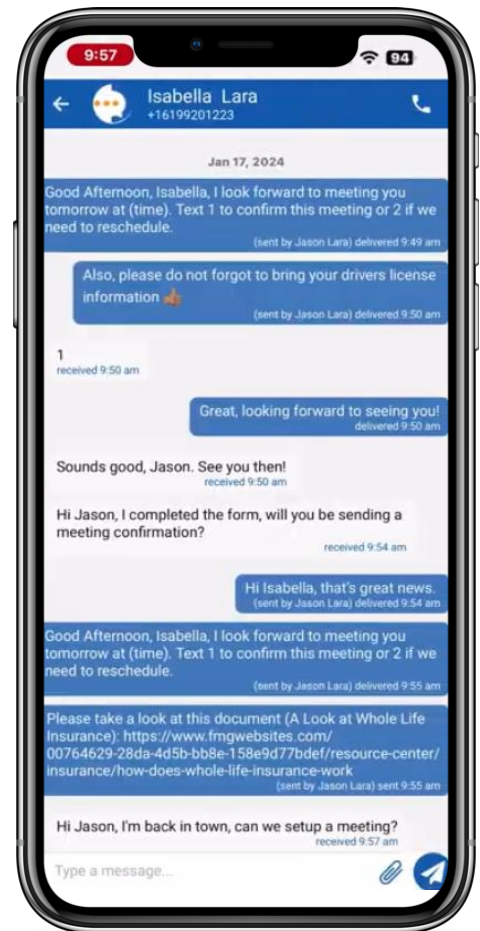
## Competitive Pricing & Billing

- No commitment of MyRepChat users
- MyRepChat license purchased for all advisors
- No set up costs
- MyRepChat can bill the user or the home office
- Lowest pricing option
- MyRepChat is billed to the home office
- No minimum number of users required
- Home Office Support



## Attentive User Support

- Admin Training
- Advisor Onboarding (live webinars, Q&A, designated account manager)





# Budgeting

MyRepChat provides a cost-effective digital messaging solution with a fixed pricing model covering all expenses.



## Enterprise all-inclusive cost

Enterprise SaaS platforms typically have hidden fees from ongoing licensing and cloud-hosting costs. MyRepChat's all-inclusive cost model means firms only pay what they see.

## Maintenance & support

All standard enhancements and upgrades are included at no additional cost.

## Accessibility for advisor support staff

Advisors can add an assistant, which is included in the MyRepChat fee.

## Onboarding support

The MyRepChat team is here to support both home offices and their advisors through all the onboarding stages, from basic setup to best practice training.

## Ongoing support

Our support extends beyond the onboarding process. We offer special teams to support firms and their advisors' various needs, from customer success, team augmentation, training, reporting, to direct operational support.

## Optional features

Further customize the MyRepChat experience with MyRepChat's API toolkit, allowing developers to integrate our platform into their own integrations or systems.

# Let us help your firm get started with MyRepChat!

**Ready for the most reliable, versatile, and compliant texting solution out there?**

Let's talk! book some time with a MyRepChat representative at 1.844.402.chat (2428) or email [enterprise@myrepchat.com](mailto:enterprise@myrepchat.com).

myrepchat