



hearsay compliance™

MODERN DIGITAL CLIENT COMMUNICATIONS & WORKFLOWS
TO COMPLY WITH REG BI

Compliance leaders are forced to constantly rethink how their firms respond to an ever-evolving regulatory landscape. They are challenged with enforcing an increasing number of regulatory mandates and policy obligations. Hearsay provides a comprehensive compliance solution that enables firms to monitor, supervise and comply with corporate policies, FINRA and SEC regulations for digital communication channels.

Hearsay's Compliance layer includes record keeping and universal supervision across all advisor social media, text messaging and local website activity, enabling organizations to easily and cost-effectively comply with complex regulatory requirements. Hearsay forms a key component of our customers' compliance ecosystems and strategy that helps them meet the mandates set forth in Regulation Best Interest (including good faith compliance by the July 1st, 2020 deadline). Advisors are empowered to be high-tech and right-touch while compliance and supervision teams easily keep up with scaling teams, without adding additional resources.



HOW HEARSAY CAN HELP FIRMS TODAY:

- Hearsay's client engagement platform automatically captures activity across channels - including customer contact reporting of calls and texts. With real-time access to this data, firms can help demonstrate adherence to best interest duties for audits.
- Distribute pre-approved content and communications to advisors in the field.
- Hearsay offers firms a scalable, efficient and cost-effective solution to disclosure updates. Hearsay can scan social and website profiles of advisors for violations and use Profile Automation to make any bulk changes.
- Hearsay intelligently surfaces, prevents and tracks particularly sensitive communications. Message Blocking & Alerting offers a scalable defense layer for teams on the front lines of compliance, so supervisors can focus on the highest-risk violations.
- Easily create and adjust policies based on evolving company standards and changes in regulations with flexible policy controls.

OUR CHANNELS

#hearsay social™

The only social selling solution across the digital client journey

hearsay relate™

The most widely deployed advisor texting solution

hearsay sites™

The only fully integrated advisor website solution

hearsay mail™

The only advisor email solution providing instant insights

hearsay compliance™

Vigilantly comply with complex and changing regulatory requirements - without extra staff



How Hearsay Helps with Reg BI:

Areas where Hearsay helps ↓	Regulation Best Interest Considerations	How Hearsay Can Help Customers Today
<p>#1 Offer a Complete View of the Client Relationship</p>	<p>The Compliance & Care Obligations</p> <p>Reg BI requires firms establish, maintain and enforce, written policies and procedures designed to achieve compliance. Doing so helps ensure a complete and comprehensive view of their clients to demonstrate duty of care.</p> <p>Firms and their compliance teams should consider the balance of empowering the field with engagement channels alongside compliance considerations around having platforms in place that automate recordkeeping across all client engagement channels.</p>	<p>Hearsay automatically captures client engagement activity across channels - including customer contact reporting of calls and texts. With real-time access to this data, firms can help demonstrate adherence to best interest duties for audits.</p>
<p>#2 Profile Management</p>	<p>The Disclosure Obligation</p> <p>Reg BI expanded disclosure obligations to cover all material facts, from conflicts of interest to duty of loyalty.</p> <p>Firms will need to update company disclosure policies and roll them out across digital channels, as well as establish supervision and audit systems to ensure they stay up to date.</p>	<p>Hearsay offers firms a scalable, efficient and cost-effective solution to disclosure updates. Hearsay can scan social profiles of advisors for violations and use <i>Profile Automation</i> to make any bulk changes.</p>
<p>#3 Best Interest Lexicon Review</p>	<p>Duty of Care / Conflict of Interest Obligation</p> <p>Reg BI requires advisors make any recommendation in the best interest of that particular client. This puts onus on firms to discover, mitigate, resolve communications that violate the regulatory statute.</p> <p>Firms may consider having in place a system that prevents illicit messages from going out and offers greater supervision accuracy.</p>	<p>Hearsay's Compliance platform intelligently surfaces, prevents and tracks particularly sensitive communications. <i>Message Blocking & Alerting</i> offers a scalable defense layer for teams on the front lines of compliance, so supervisors can focus on the highest-risk violations.</p>

“Before Hearsay, our compliance team would spend weeks at a time working with reps to update and edit content. With Hearsay platform compliance has become streamlined and content issues are resolved within minutes.”



FANETTE SINGER
SENIOR VICE PRESIDENT OF MARKETING
COUNTRY FINANCIAL

ABOUT HEARSAY SYSTEMS

Hearsay Systems is reinventing the advisor-client experience in wealth management, property and casualty and life insurance. The Hearsay Client Engagement Platform allows advisors and agents to authentically and intelligently grow business relationships by proactively guiding and capturing the last mile of digital communications. Only Hearsay delivers the human client experience at scale.

Over 150,000 advisors and agents at the world's largest financial services firms leverage Hearsay to scale their reach, optimize sales engagements, and deliver exceptional client service that builds stronger relationships and grows their business.

Built for the enterprise, Hearsay guides your field to deliver a consistent and compliant experience to each and every client to ensure all advisors and agents perform like your best.

Hearsay is headquartered in Silicon Valley with locations throughout North America, Europe and Asia.

