

CITK

LC Phone System Trust
Center



Starting August 31, 2023, all A2P messages sent from unregistered ten-digit long code numbers (Local and National numbers) to US numbers will be blocked.

Carriers are becoming increasingly sensitive to spam and AUP enforcement when it comes to SMS and Calls. To keep spamming in check and to protect the end customer (leads/contacts) they have created various regulations & compliance frameworks.

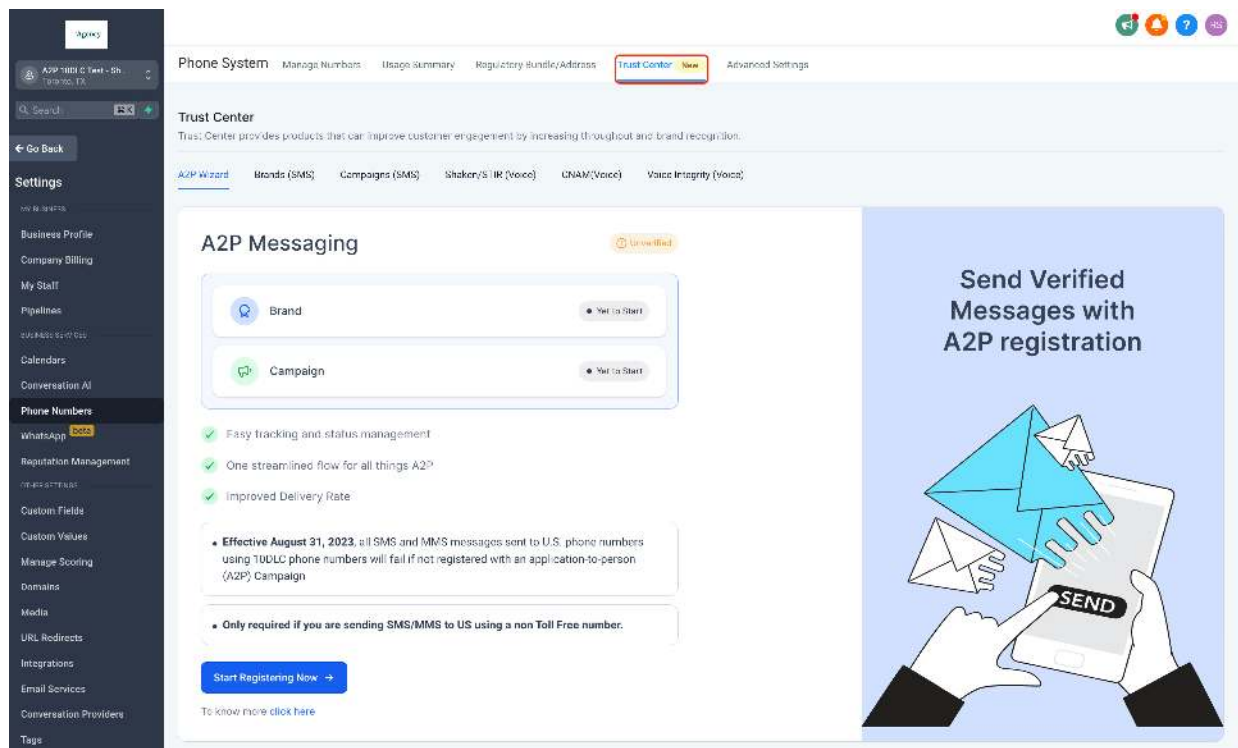
This article will help explain which compliance you or your client may need and how to get them.

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Trust Center Onboarding Overview

Trust Center provides products that can improve customer engagement by increasing throughput and brand recognition. To access the available Trust Center products, please follow the steps below:

1. Click on Settings > Phone numbers > Trust Center



2. Click on Start Registering Now

LC Phone System Trust Center

The screenshot shows the 'Trust Center' section of the LC Phone System interface. The left sidebar contains navigation links for Settings, Business Profile, Company Billing, My Staff, Pipelines, and various Phone Numbers options. The main content area is titled 'Trust Center' and includes a description: 'Trust Center provides products that can improve customer engagement by increasing throughput and brand recognition.' Below this, there are tabs for A2P Wizard, Brands (SMS), Campaigns (SMS), Shakers/SIR (Voice), UNAM (Voice), and Voice Integrity (Voice). The 'A2P Messaging' section is highlighted, showing a 'Brand' and 'Campaign' status of 'Not Started'. It lists benefits: 'Easy tracking and status management', 'One streamlined flow for all things A2P', and 'Improved Delivery Rate'. A key announcement states: 'Effective August 31, 2023, all SMS and MMS messages sent to U.S. phone numbers using TOLL-free phone numbers will fail if not registered with an application-to-person (A2P) Campaign.' A 'Start Registering Now' button is prominently displayed. To the right, an illustration shows hands sending a message with the text 'Send Verified Messages with A2P registration'.

3. Click on Continue

The screenshot shows the 'A2P Registration' page. The left sidebar is identical to the previous screenshot. The main content area is titled 'A2P Registration' and includes a description: 'Avoid additional carrier filtering by registering your Business Profile for A2P messaging capabilities. This applies to SMS/MMS sent to the US via 10-digit long code numbers.' Below this, there are three steps: 1. Business Details (Name and Address), 2. Brand Details (Business Brand Type), and 3. Campaign Details (Messaging Use Case). The 'Business Details' step is selected, showing a 'Profile Needs' section with 'Business Details', 'Business Address', and 'Contact Info'. The 'Determine Profile Needs' section asks: 'Is the business entity you're registering located in the US and/or Canada?' with 'Yes' selected. A notice for US or Canadian customers with Tax ID is provided. The second question is: 'Does the business you're registering have a tax ID (Ex. US EIN, Canada BBN9, etc)?' with 'Yes, the business I'm registering has a tax ID' selected. 'Cancel' and 'Continue' buttons are at the bottom right.

LC Phone System Trust Center

The screenshot displays the LC Phone System Trust Center interface. On the left is a dark sidebar with navigation links: Agency, A2P 10DLC Test - Sh..., Toronto, TX, Search, Go Back, Settings, MY BUSINESS, Business Profile, Company Billing, My Staff, Pipelines, BUSINESS SERVICES, Calendars, Conversation AI, Phone Numbers, WhatsApp, Reputation Management, OTHER SETTINGS, Custom Fields, Custom Values, Manage Scoring, Domains, Media, URL Redirects, Integrations, Email Services, Conversation Providers, and Tags.

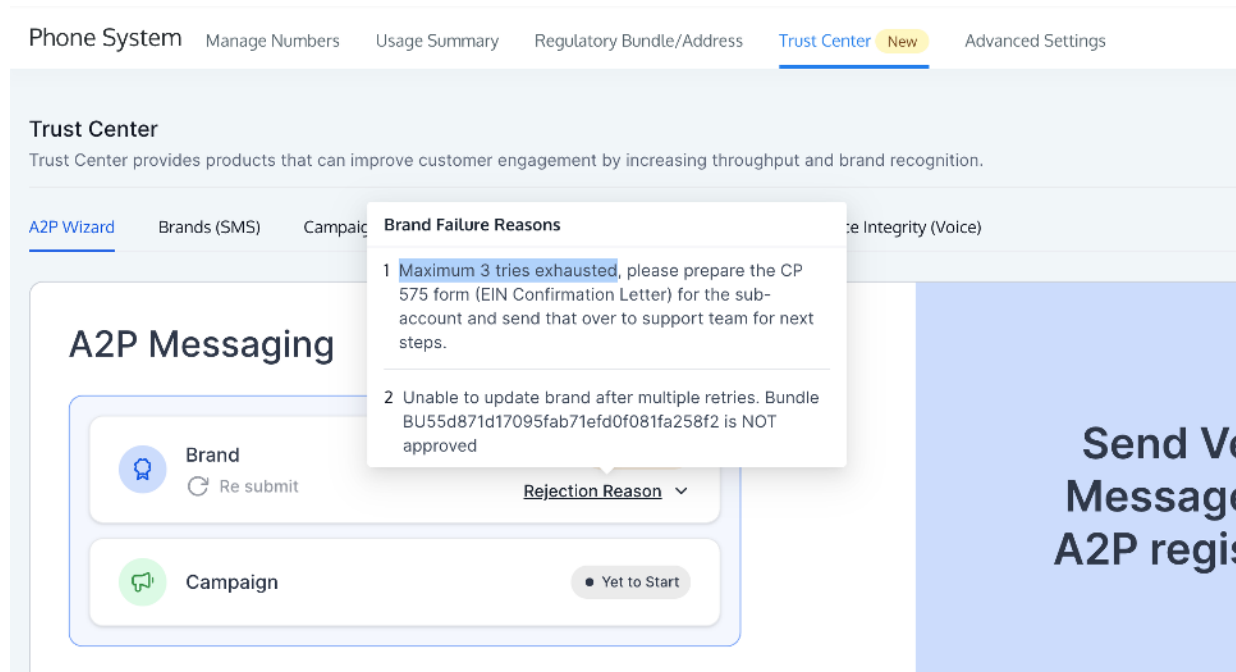
The main content area is titled "Business Details" and contains a red-bordered warning box: "These details are important for your A2P approvals! LeadConnector will submit this information to The Campaign Registry (TCR) during the registration. Based on this information, TCR will approve or reject the registrations, so please make sure all the details exactly match those in your US EIN listing (or your country Tax ID form). If there are any differences - for example, in the business name, number or address - your application would be rejected. DUNS for USA and CCN for Canada are not accepted for A2P Registration." Below this, the form fields are: Legal Business Name (Test), Business Type (Corporation), Business Registration ID Type (Canada: Canadian Business Number (CBN)), Business Registration Number (123456789), Business Industry (Agriculture), Business Email (test@test.com), Website URL (test.com), and Business Region of Operations (USA & Canada selected). Buttons for Cancel and Continue are at the bottom right.

Below the Business Details form is the "Phone System" section, which includes tabs for Manage Numbers, Usage Summary, Regulatory Bundle/Address, Trust Center (New), and Advanced Settings. The "Trust Center" tab is active, showing "A2P Registration" instructions and a progress bar with three steps: 1. Business Details (Name and Address), 2. Brand Details (Business Brand Type), and 3. Campaign Details (Messaging Use Case). The "Business Address" form is highlighted with a red border, containing fields for Country (United States), State/Province/Region (Texas), Street Address (22 Olive Ave), City (Toronto), and Postal/Zip code (75201). Instructions for each field are provided, and Cancel/Continue buttons are at the bottom right.

Select the Campaign Use Case and enter a description for the same:

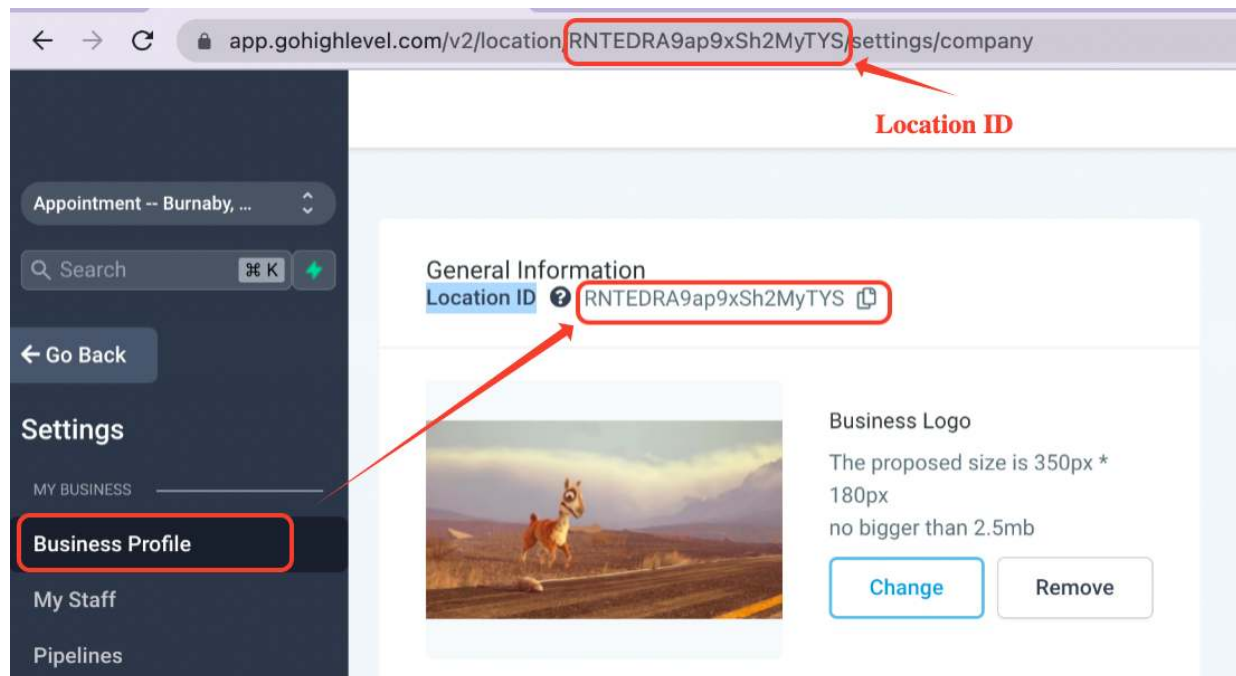
List of campaign use case types for A2P 10DLC registration

Maximum 3 tries exhausted



If you are getting this error "Maximum 3 tries exhausted, please fill this out once you collected the CP 575 Form

[Upload Business registration form here](#)



Please send us the **CP 575 form** (screenshots is fine) for the sub-account. Once that's done, we will send that form for Brand approval.

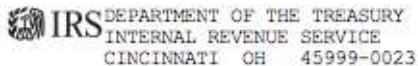
We will need to make sure the legal business name and number submitted on the business profile matches exactly with the form. Once that's matched but it is still rejected, This is the only form TCR refers to.

NOTE: If you're registering a US entity, please enter the exact legal business name as registered with the EIN, which can be found on the CP 575 EIN Confirmation Letter. An exact match between the legal business name and the EIN as displayed on CP 575 is required for the Brand to be successfully registered. Please do not use the legal business name found on the W2 or W9 forms as they may be different from what you have on the CP 575 notice. If you've **misplaced your CP 575 notice, you may request a 147c letter from the IRS** and use the information there for registration.

Please note that your full legal business name may span multiple lines on your CP 575 / 147c letter. If that is the case, you must input all the lines above the address line (which constitutes your full legal business name) instead of just using the first line.

Example:

LC Phone System Trust Center



Date of this notice: 05-16-2008

Employer Identification Number:
26-2629745

Form: SS-4

Number of this notice: CP 575 A

COMINSPECT INC
COMINSPECT
% MARK COHEN
PO BOX 617
NEDERLAND, CO 80466

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 26-2629745. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1120

03/15/2009

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

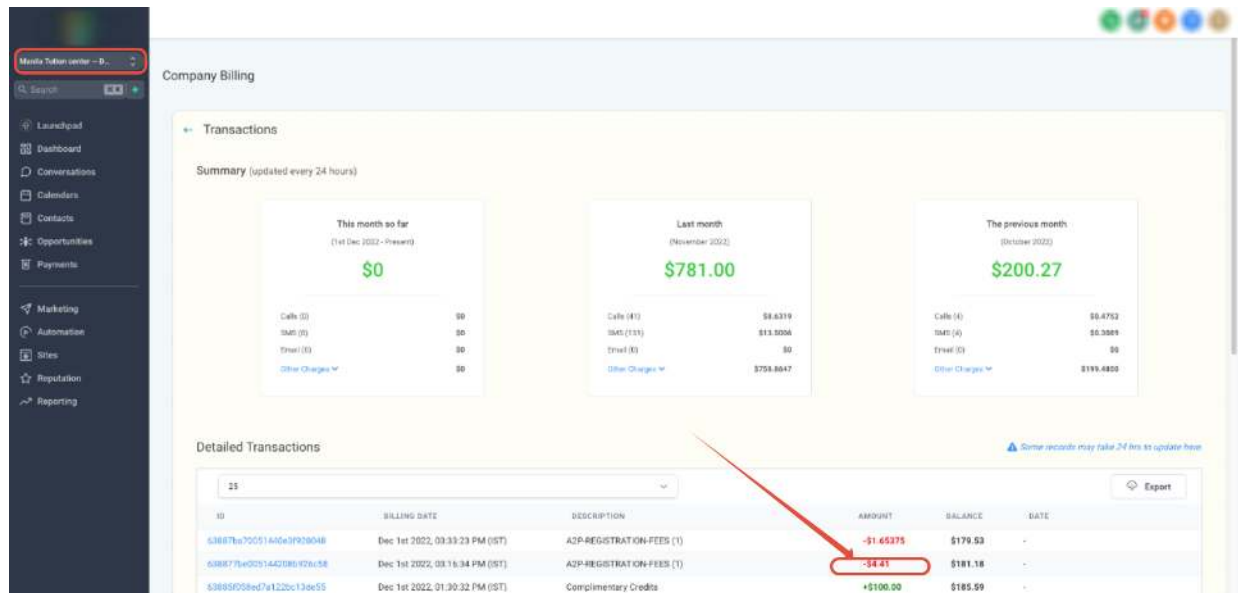
IMPORTANT INFORMATION FOR S CORPORATION ELECTION:

If you intend to elect to file your return as a small business corporation, an election to file a Form 1120-S must be made within certain timeframes and the corporation must meet certain tests. All of this information is included in the instructions for Form 2553, *Election by a Small Business Corporation*.

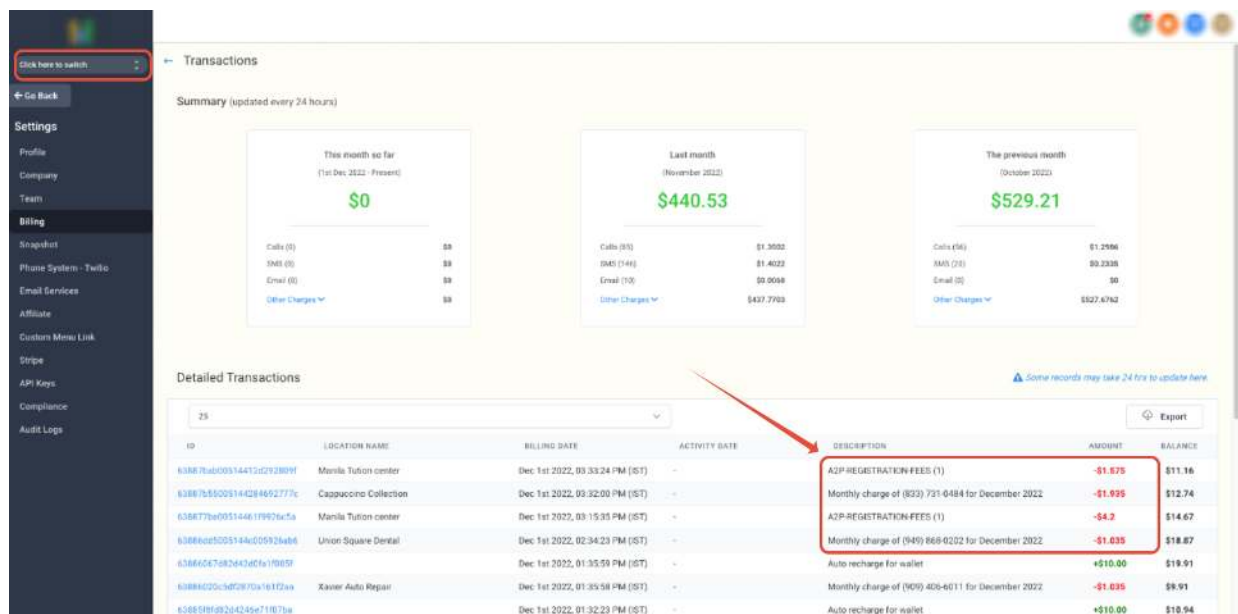
Pricing for A2P Brand and Campaign

LC Phone System Trust Center

- Agency markup will not be applied to these charges and these will be pass-through charges that would directly be sent to the carriers.
- The sub-accounts (in case of rebilling) will be charged a one-time registration fee of **\$4.41** whereas the agencies will be charged **\$4.20**.
- The one-time camping fees of \$16.5 and monthly campaign fees will be around \$1.5 to \$11.5 based on the campaign use case.



Sub-account level transactions charges:



Agency-level transaction charges

Please Note:

At times both the charges (one-time and monthly) will be grouped and you can see a charge as high as **\$15.5 USD**.

Create a Messaging Service and link the Phone Numbers to it

We will automatically create the messaging service and link it to all the phone numbers available in the sub-account once the campaign is approved.

FAQ

What is the pre-requisite for A2P Standard registration?

The prerequisite to A2P registration is to create a business profile providing the EIN and additional business registration information.

Are there any charges associated with the Low Standard brand registration?

Yes, there is a one-time **\$4.41 USD** and a monthly Campaign Fee (**\$1.5 USD to \$11.5 USD**). For most cases, we have seen this to be \$2/month.

I am still unsure of what all this means. What do I do?

For now, if you are unsure about how A2P 10DLC compliance works, it will be the best strategy to stop using local & mobile numbers and start using Toll-Free numbers altogether as explained here.

What information would be required from the sub-account to move with the registration?

The sub-account will need a business registration EIN and some additional info like address, website and etc.

Is messaging to Canada or any other countries also affected by these changes?

No. Canadian mobile carriers may introduce registered A2P 10DLC solutions in the future, but at this time carriers have not announced any plans to do so.

For information about message sending in countries other than the US, we recommend checking out our country-specific SMS Guidelines pages to learn about any unique rules or restrictions in that country.

I have been sending SMS forever, what has changed?

A2P 10DLC (Application-to-Person 10-Digit Long Code) is a messaging framework introduced by the wireless industry in the United States to regulate and improve the delivery of Application-to-Person text messages. It aims to address issues related to spam and unwanted messages on long codes while ensuring legitimate businesses can continue using text messaging for communication with their customers.

Does this apply to only marketing campaigns or does it apply to all SMS?

A2P 10DLC is applicable for all Application-to-Person texting like marketing SMS, reactivation campaigns, appointment reminders, prospecting, billing alerts, 2FA login codes, etc.

How long do I have to complete the registration for myself and my clients?

The deadline to complete your (and your client's) A2P 10DLC registration and get compliant is August 31, 2023.

How can I become compliant?

Please refer to the following help articles:

- LC Phone System Trust Center
- [A2P 10DLC Brand Approval Best Practices](#)
- [A2P 10DLC Campaign Approval Best Practices](#)

What happens if I or my clients can't perform the registration in time?

Unfortunately, your SMS traffic will cease to deliver to AT&T, T-Mobile, Verizon, ClearSky, etc. if you do not perform the registration. Please note this is not specific to HighLevel or enforced by us. This is done by the carriers and The Campaign Registry.

Is there a cost associated with the A2P 10DLC registration?

Yes, since January 2023 there is a fee charged by carriers and The Campaign Registry for vetting your brand & campaign applications. You can find the details of the fees associated with A2P 10DLC [here](#).

I don't want to deal with all of this. Is there any alternative for me and my clients?

Yes, while we advise you to become compliant if you wish to continue sending SMS from local & mobile numbers in the USA, you could avoid A2P 10DLC altogether by switching to using Toll-free numbers.

Toll-free numbers also require registration but it is free and less complicated than A2P 10DLC.

Please refer to [Toll-Free Number Registration for LC - Phone \(US/Canada\)](#) to learn how you can switch to toll-free numbers and perform toll-free number registration. This is free and by using this you can avoid dealing with A2P 10DLC registrations and associated costs altogether.

How do we move from low volume sending to higher volume sending?

Please reach out to support so we can share a form for you to submit and we will create the brand and campaign manually in the backend.

Additional Info

1. - The opt-in process now requires express written consent with a checkbox. The consent language must include who is sending the messages, message frequency, terms/rates, clear opt-out instructions, and a link to the privacy policy.
2. - Privacy policies cannot indicate that user data will be sold or shared with third parties for marketing purposes. This is a common reason for campaign rejections recently.
3. - Opt-in and opt-out methods should match. If opting in via 10DLC, the opt-out should also use 10DLC.
4. - Unregistered 10DLC traffic is becoming much more expensive and filtered compared to registered traffic. We recommend registering 10DLC campaigns rather than relying on unregistered traffic.
5. - Human review is still required at the carrier level for campaigns. Clear communication of use cases is important for approval.

How do I request this info from my clients?

You can use the following forms to collect this information from your clients

[\[Google Doc Link\]](#) [\[Printable PDF Link\]](#)