

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.

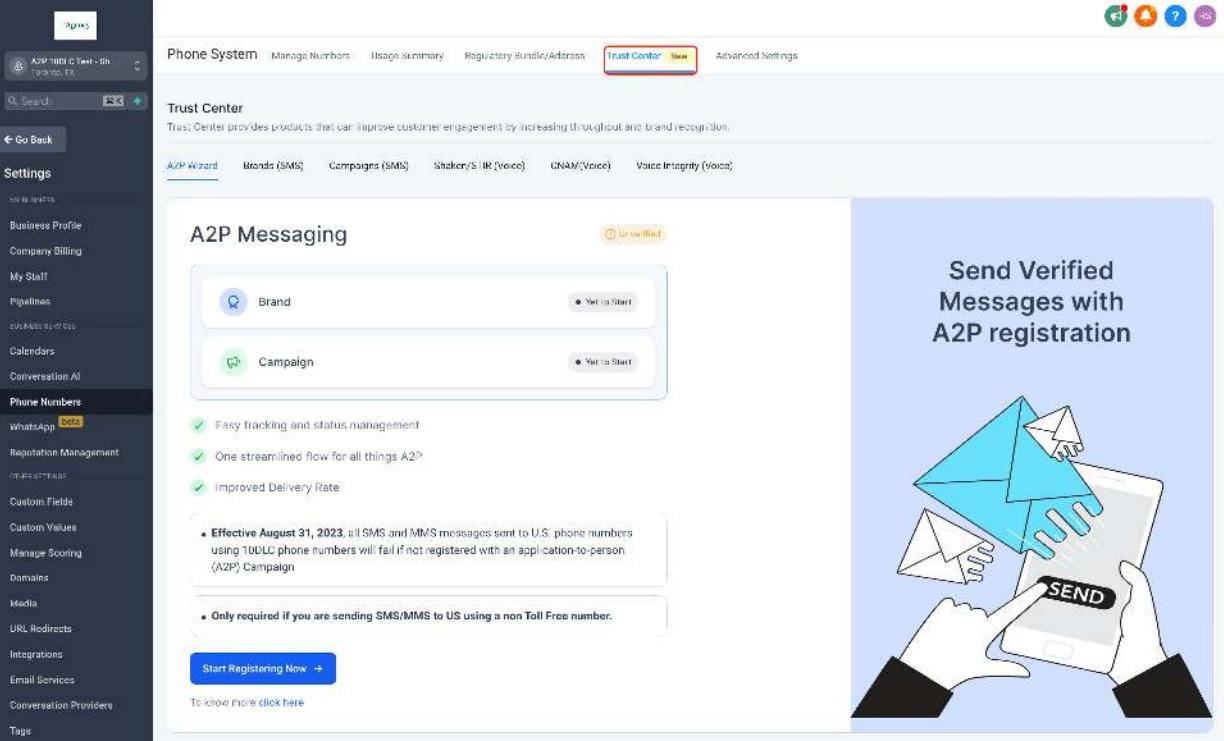
This article will help explain which compliance you or your client may need and how to get them.

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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



The screenshot shows the 'A2P Messaging' section of the Trust Center. It features two main buttons: 'Brand' and 'Campaign', both labeled 'Yet to Start'. Below these buttons is a list of three green checkmarks: 'Easy tracking and status management', 'One streamlined flow for all things A2P', and 'Improved Delivery Rate'. A note 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'. Another note says: 'Only required if you are sending SMS/MMS to US using a non Toll Free number.' At the bottom are two buttons: 'Start Registering Now' and 'To know more click here'. To the right of the main content is a blue box with the text 'Send Verified Messages with A2P registration' and an illustration of a hand holding a smartphone and sending a message.

2. Click on Start Registering Now

LC Phone System Trust Center

A2P Messaging

Brand: Unverified

Campaign: Unverified

- Easy tracking and status management
- One streamlined flow for all things A2P
- Improved Delivery Rate

Effective August 31, 2023, all SMS and MMS messages sent to U.S. phone numbers using 100LC phone numbers will fail if not registered with an application-to-person (A2P) Campaign

Only required if you are sending SMS/MMS to US using a non Toll Free number.

[Start Registering Now →](#)

To know more [click here](#)

Send Verified Messages with A2P registration

3. Click on Continue

A2P Registration

Business Details: Name and Address

Brand Details: Business Brand Type

Campaign Details: Messaging Use Cases

Determine Profile Needs

Register your customer profile for US A2P Messaging. Get started by providing some information about your US A2P Messaging use case.

Is the business entity you're registering located in the US and/or Canada?

Yes

No

Does the business you're registering have a tax ID (Ex. US EIN, Canada BN# etc.)?

You can find your US EIN in your CP 575 form from IRS

Yes, the business I'm registering has a tax ID

No, the business I'm registering does not have a tax ID

[Cancel](#) [Continue](#)

LC Phone System Trust Center



Profile Needs

Business Details

Business Address

Contact Info

MY BUSINESS

- Business Profile
- Company Billing
- My Staff
- Pipelines
- BUSINESS SERVICES
- Calendars
- Conversation AI
- Phone Numbers** beta
- WhatsApp
- Reputation Management
- OTHER SETTINGS
- Custom Fields
- Custom Values
- Manage Scoring
- Domains
- Media
- URL Redirects
- Integrations
- Email Services
- Conversation Providers
- Tags

Business Details

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.

Legal Business Name *

Enter the exact business name, as registered with the Government and mentioned in your tax documents (W2, W9 or CP 575). E.g. Leadconnector LLC rather than Leadconnector.

Business Type *

Business Registration ID Type *

Business Registration Number *

The number used to identify your business. In case of US EIN, must be a 9-digit number e.g.12-3456789.

Business Industry *

Business Email *

Website URL *

Business Region of Operations *

Africa

Asia / Pacific

Europe

Latin America

USA & Canada

Cancel
Continue

Phone System Manage Numbers Usage Summary Regulatory Bundle/Address Trust Center New Advanced Settings

[← Back to Trust Center](#)

A2P Registration

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.

① Business Details
② Brand Details
③ Campaign Details

Profile Needs

Business Address

Business Details

Contact Info

Business Address

Country *

State/Province/Region *

Enter the state as it appears in the Tax listing.

Street Address *

Must be a valid address linked to your business.

City *

Postal/Zip code *

Enter the city name as it appears in the Tax listing.

Cancel
Continue

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

Phone System Manage Numbers Usage Summary Regulatory Bundle/Address **Trust Center** New Advanced Settings

Trust Center

Trust Center provides products that can improve customer engagement by increasing throughput and brand recognition.

A2P Wizard

Brands (SMS)

Campaign

Brand Failure Reasons

Integrity (Voice)

A2P Messaging



Brand

Re submit

Rejection Reason ▾



Campaign

Yet to Start

- 1 Maximum 3 tries exhausted, please prepare the CP 575 form (EIN Confirmation Letter) for the sub-account and send that over to support team for next steps.
- 2 Unable to update brand after multiple retries. Bundle BU55d871d17095fab71efd0f081fa258f2 is NOT approved

Send Ven
Message
A2P regis

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

The screenshot shows the GoHighLevel app interface. On the left, a sidebar menu includes 'Appointment -- Burnaby, ...', a search bar, a 'Go Back' button, and a 'Settings' section with 'MY BUSINESS' and 'Business Profile' (which is highlighted with a red box). The main content area is titled 'General Information' and shows a 'Location ID' field with the value 'RNTEEDRA9ap9xSh2MyTYS' (also highlighted with a red box). To the right, there is a 'Business Logo' section with a placeholder image of a horse and text about file size requirements. At the bottom right are 'Change' and 'Remove' buttons.

app.gohighlevel.com/v2/location/RNTEEDRA9ap9xSh2MyTYS/settings/company

Location ID

General Information

Location ID ? **RNTEEDRA9ap9xSh2MyTYS**

Business Logo

The proposed size is 350px * 180px
no bigger than 2.5mb

Change Remove

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.

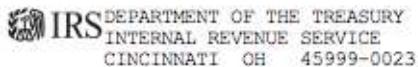
We will need to make sure the legal business name and number submitted on the business profile matches exactly with the form. Once that's matched but it is still rejected, This is the only form TCR refers to.

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.

Company Billing

Transactions

Summary (updated every 24 hours)

This month so far		Last month		The previous month	
(1st Dec 2022 - Present)		(November 2022)		(October 2022)	
\$0		\$781.00		\$200.27	
Call (0)	\$0	Call (41)	\$8,6319	Call (4)	\$0,4753
Text (0)	\$0	SMS (111)	\$13,3004	SMS (4)	\$0,3889
Email (0)	\$0	Email (0)	\$0	Email (0)	\$0
Other Charges	\$0	Other Charges	\$758,8847	Other Charges	\$199,4800

Detailed Transactions

ID	BILLING DATE	DESCRIPTION	AMOUNT	BALANCE	DATE
638877ea7005140e3f928048	Dec 1st 2022, 09:33:23 PM (IST)	A2P-REGISTRATION-FEES (1)	-\$1,65375	\$179.53	-
638877ea7005144208692e58	Dec 1st 2022, 09:16:34 PM (IST)	A2P-REGISTRATION-FEES (1)	-\$4.41	\$181.18	-
63888008ed7e122b013de55	Dec 1st 2022, 01:30:32 PM (IST)	Complimentary Credits	+\$100.00	\$185.59	-

Sub-account level transactions charges:

Transactions

Summary (updated every 24 hours)

This month so far		Last month		The previous month	
(1st Dec 2022 - Present)		(November 2022)		(October 2022)	
\$0		\$440.53		\$529.21	
Call (0)	\$0	Call (53)	\$1,3032	Call (46)	\$1,2596
SMS (0)	\$0	SMS (144)	\$1,4022	SMS (28)	\$0,2338
Email (0)	\$0	Email (10)	\$0,0668	Email (0)	\$0
Other Charges	\$0	Other Charges	\$437,7793	Other Charges	\$527,6762

Detailed Transactions

ID	LOCATION NAME	BILLING DATE	ACTIVITY DATE	DESCRIPTION	AMOUNT	BALANCE
638877ea70051441522809f	Manila Tuition center	Dec 1st 2022, 09:33:24 PM (IST)	-	A2P-REGISTRATION-FEES (1)	-\$1,675	\$11.16
638877ea70051441294652779c	Cappuccino Collection	Dec 1st 2022, 09:32:00 PM (IST)	-	Monthly charge of (933) 731-0484 for December 2022	-\$1,925	\$12.74
638877ea70051441199976c5a	Manila Tuition center	Dec 1st 2022, 09:19:59 PM (IST)	-	A2P-REGISTRATION-FEES (1)	-\$4.2	\$14.67
63886667055144105926484	Union Square Dental	Dec 1st 2022, 02:34:23 PM (IST)	-	Monthly charge of (945) 868-0232 for December 2022	-\$1,035	\$18.87
63886667055144105926484	Xavier Auto Repair	Dec 1st 2022, 01:35:59 PM (IST)	-	Auto recharge for wallet	+\$10.00	\$19.91
63886667055144105926484	Xavier Auto Repair	Dec 1st 2022, 01:35:58 PM (IST)	-	Monthly charge of (909) 409-6011 for December 2022	-\$1,035	\$9.91
63886667055144105926484	Xavier Auto Repair	Dec 1st 2022, 01:32:23 PM (IST)	-	Auto recharge for wallet	+\$10.00	\$10.94

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

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