

# eDelivery

# MYTH BUSTERS

*Separating fact from fiction about electronic delivery*

For some clients, the value of receiving account communications by electronic delivery (eDelivery) may not be clear. They may be hesitant to make the switch because of common misconceptions. If you are facing obstacles that impact your eDelivery adoption efforts, here are facts to dispel some of the biggest myths.

MYTH	FACT
Older clients may not feel comfortable accessing financial information online	Many older clients are digitally connected. In fact, smartphone ownership among those 65+ increased significantly in the last 10 years, and adoption by educated seniors is even higher. <sup>1</sup> Moreover, 68% of investors aged 55-74 feel comfortable with eDelivery as a default method. <sup>2</sup>
It takes too long to enroll in eDelivery	From start to finish, the enrollment process can be completed quickly. Clients can self-register in just a few clicks by selecting “Go Paperless” after logging in to their online account. <sup>3</sup> One-click enrollment—which makes the process even easier—was introduced in 2021.
eDelivery does not have the appropriate safeguards in place to provide secure access	With eDelivery, clients access their confidential information in a password-protected environment. Passwords can only be created and modified by the client. As a safeguard, any password and email address change notifications are communicated instantly through email with a confirmation of the change sent via regular mail.
eDelivery has no impact on my carbon footprint	The days of paper-pushing are quickly coming to a close. You can help the environment in the process by joining the 79% of investors who say that switching to eDelivery is an easy way to limit their carbon footprint. <sup>2</sup>

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<p>The electronic version of my clients' account statement is different from the printed version</p>	<p>While this may be true, electronic statement contains all of the same information available in a traditional paper statement. With eDelivery, statements are more colorful and are optimized to be read on a tablet, phone or laptop.</p>
<p>My clients will need to learn new technical skills to use eDelivery</p>	<p>If your client has a computer, phone or a tablet, and has an established online profile, they are only a few clicks away from enrolling. No new software is required. We take care of all the back-office logistics to make sure that your clients are notified when new documents are ready to be viewed. More than 71% of investors say that the advantages of eDelivery exceed any potential worries they may have signing up for the service.<sup>2</sup></p>
<p>The documents my clients need are not available for eDelivery</p>	<p>Pershing has an extensive roster of documents available for eDelivery. The lineup includes:</p> <ul style="list-style-type: none"> <li>•Account statements</li> <li>•Confirmations</li> <li>•Proxies and prospectuses</li> <li>•Quarterly performance reports<sup>4</sup></li> <li>•Tax documents</li> <li>•Notifications and letters</li> </ul>
<p>eDelivery will keep me from providing my clients with exceptional customer service</p>	<p>You are not removed from the relationship with your clients when they enroll in eDelivery. In fact, without having to field as many requests for administrative tasks—like account statement and performance review reprints—you can strengthen relationships with your clients by spending time on more meaningful engagements. More than 88% of investors say they are pleased with their eDelivery statements.<sup>2</sup></p>

<sup>1</sup> Source: "Share of those 65 and older who are tech users has grown in the past decade", Pew Research Center, January 2022

<sup>2</sup> Source: "Most Investors Want Electronic, Not Paper, Delivery of Investor Documents", SIFMA, May 2022

<sup>3</sup> Where applicable, enrollment can be initiated at the home office with acknowledgment by the client.

<sup>4</sup> Not available to all clients