

7 Reasons to handle your own shareholder accounting

Personal attention to your strongest advocates and saving money are only two of the reasons...

StockTrack Shareholder Accounting was first developed in 1989. It has been enhanced with new features each year since. It is now in use by banks, commercial transfer agents and other organizations all across the U.S.



Your investors may be your most loyal and dependable customers.

If your company has more than a few shareholders, you will need to decide how to manage stock transfers, dividends, and annual meetings. You may also need reports on ownership, proxy voting, dividend reinvestment, and more.

Your choices are:

- Keep track “by hand” with tools such as spreadsheets or good old paper and pencil
- Outsource your company’s shareholder accounting to a transfer agent
- Manage shareholder accounting with a product like **StockTrack**

Tracking “by hand” may be a realistic option if you have only a few shareholders and little or no stock activity. Keeping track by hand becomes increasingly time consuming and error prone with each new transaction. You are left with two alternatives: a transfer agent or shareholder accounting software that you can run internally.

Take control of your shareholder processes and save money with an in-house system.

1. Marketing! Marketing! Marketing!

Your investors may be your most loyal and dependable customers.

Make sure your shareholders know about the great products and services you have to offer. Use the up-to-date address and email info which is always at your fingertips ready for targeted mail and email marketing.

As a by-product of your shareholder accounting system, you have immediate access to this valuable data to easily generate your own mailings without the extra cost or time involved in using an outside service.

2. Security

Keep the sensitive and private information about your shareholders inside your company.

You have control not only of transfer of certificates, but also over the process of dividends, splits and proxy votes.

3. Stay in contact with shareholders

Your shareholders will be dealing directly with your organization when they need information or other support.

An in-house system allows you to give special customer service to your valuable investors.



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4. Efficient tax reporting

StockTrack includes dividend processing for no additional fee.

Many Transfer Agents do not handle cash dividends or the reporting related to it. If you use a transfer agent and declare a cash dividend, you may have to handle it yourself or make other arrangements to produce the necessary checks, tax forms, and reports.

StockTrack includes the ability to generate dividends and interest payments; print checks and generate direct deposit ACH records; end-of-year 1099-B, 1099-DIV and 1099-INT reporting to the IRS, as well as to individual shareholders who participated in dividends.

The optional 1099 tax reporting is updated each year. You can send forms to the IRS electronically, or print and mail them.

5. Immediate access to information

You have immediate access to the data and statistics you want.

When you need a listing of shareholders, a report showing insider ownership, reports on outstanding shares, or other shareholder and stock data and statistics, you can get it quickly. Steer clear of miscommunication that can waste time and money.

StockTrack has more than 100 reports on every aspect of shareholder accounting - most are available in multiple formats including Excel.

6. Save money

With an in-house system, you pay less money with a minimum investment of time.

The one-time license fee for an in-house system is often comparable to the cost of a single year of transfer agent fees. Yearly maintenance and support fees are much less.

7. It takes very little time

A well designed system is easy to learn and use.

StockTrack, for instance, is very easy to use and provides unlimited phone support to licensees.

Besides phone support, there is plenty of other help available, including on-line Help, FAQ's, white papers, a Guided Tour, and training.

In our experience, it takes only a few hours to become comfortable with the regularly used features of the *StockTrack* shareholder accounting software package.

With *StockTrack*, stock transfer duties typically take only minutes a week of clerical time. For example, the administrative assistant who handles the shareholder accounting software at a bank that we know with about 500 shareholders and 2,700 active certificates spends about 1.5 hours per week working on shareholder related activities.

Organizations with more shareholders and/or activity might spend additional time. Smaller or less active ones might spend less time. While some shareholder management systems charge additional fees for larger numbers of shareholders or activity, *StockTrack* does not. Transfer Agents typically charge based on size or activity or both.

Get more information or a free 30-day trial copy of StockTrack by calling the number below or at:

www.stocktracksoftware.com

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There are many reasons to keep shareholder management in-house with the right software system:

*Better control,
Improve investor relations,
Less expensive, yet takes little time to administer*

