



Choosing a Transfer Agent That **Provides Proactive Support**



Taking a proactive approach to managing your shareholder support services requirements can lead to an enhanced shareholder experience. The right transfer agent can keep you ahead of regulatory expectations and deliver transfer agent services with best practices.

With the following tips, you can evaluate whether your current transfer agent is dedicated to understanding your business in order to provide the services you and your shareholders need. Here are some key considerations.



1. Offers a dedicated relationship manager

Does your current transfer agent offer a dedicated, experienced relationship manager (RM)? A relationship manager isn't just a person you can call on for your annual meeting needs. A proactive RM is always looking for ways to improve service to clients and to their shareholders.

The right transfer agent will provide a dedicated relationship manager who has the industry experience to understand the unique aspects of your business and provide the appropriate guidance for your needs. This relationship manager should engage in constant client communication and have regular touchpoints scheduled with your entire team to ensure everyone stays aligned. By maintaining consistent, open lines of communication, your relationship manager can help identify potential issues sooner to help you avoid delays or disruptions.



2. Brings insights to your business

Whether it's a new technology, increased shareholder proposal demands, evolving industry trends or a shift in regulations, an experienced transfer agent will anticipate key changes that could affect your company and deliver the insights you need.

Your transfer agent should act as an industry guide, bringing regulatory updates, emerging technologies and industry trends to your attention, enabling you to stay ahead of potential risks and adopt best practices more quickly. For example, they can notify you when new technologies become available to streamline shareholder mailings or alert you to upcoming regulatory changes that may require you to implement new processes.

By taking a proactive approach, your transfer agent can help you more effectively provide the services your shareholders need, improve shareholder communications and remain compliant.

3. Provides a meaningful, collaborative strategy

While many transfer agents can provide the basic operational requirements of shareholder engagement, few can help you develop a shareholder engagement strategy that helps you meet your immediate, short- and long-term goals.

The right transfer agent is able to think both strategically and tactically and takes care of your day-to-day shareholder support services needs. For example, if your organization is seeking to manage expenses, your relationship manager should proactively provide cost-saving measures like reducing dividend and regulatory mailing costs, using stratification instead of full notice and access, promoting shareholder digital services that reduce the need for expensive printing and leveraging opportunities like odd lot programs.

By working in a proactive, collaborative manner, your transfer agent relationship manager can provide guidance that meets your business needs.

4. Has service quality guidelines in place

It's important to work with a transfer agent that has the scope of operations that can meet the needs of your shareholders. The right transfer agent will have clear service quality guidelines in place to provide a high-quality call center experience that meets your shareholders' needs.

Guidelines should include foundational requirements such as being courteous, considerate, quick to respond and eager to help. By understanding exactly what your transfer agent expects from their call center employees, you can be confident that your shareholders are in capable hands, allowing you to focus on other aspects of your business.



Best practices that work

Your transfer agent's ability to uncover cost savings is one of the key things to consider when choosing a provider. At EQ, along with transparent pricing, we also use a collaborative approach to deliver comprehensive transfer agent services — just another reason why EQ is the #1 Transfer Agent in Client Satisfaction.¹

[Learn more about EQ Transfer Agent Services.](#)

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Transfer Agent in Client Satisfaction¹

Over 9.8 million

transactions processed for shareholders annually²

99.2%

processing accuracy rate³

¹ Group Five 2023 Shareholder Services Benchmarking Study.

² Based on EQ U.S. Proprietary Data.

³ Ibid.

ABOUT EQ

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