



## Flexible, personalized websites built for financial services

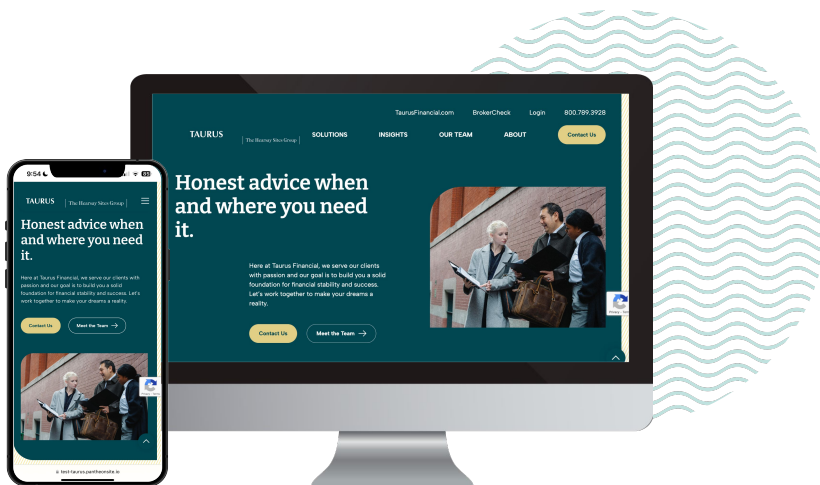
Agents and advisors who don't have a modern online brand have already fallen behind. With Hearsay Sites, firms can easily deploy scalable, flexible, branded websites for every field team member.

Hearsay Sites SEO and conversion rates are 5x the industry average, meaning field representatives can quickly establish a personal brand and build pipeline with minimal work—all while expanding your firm's corporate brand reach.

Our enterprise-grade solution includes robust compliance and supervision functionality and seamless integration with critical applications like your CRM. Hearsay Sites give firms a competitive edge—helping you attract top talent while providing incredible value to your agents, advisors, compliance team, and marketers.

### BENEFITS

- Reach and attract site visitors and increase lead generation to source new business
- Deliver consistent brand experiences that build prospect and customer trust
- Efficiently meet regulatory requirements with a single supervision dashboard and field-wide update capabilities
- Understand and optimize business performance with integrated intelligence data
- Accelerate time to market by deploying at scale



# 40%

of next-gen investors consider an advisor's online presence to be a critical factor in their decision-making process

Source: [FPA & LinkedIn](#)

## PERSONAL & FLEXIBLE

- Empower field choice with flexible design templates and deployment options
- Showcase thought leadership using quick and easy built-in publication tools
- Share engaging and relevant content, news, and events

## ENSURE FINDABILITY

- Promote discoverability and deliver relevant leads to your field team with the help of integrated SEO best practices
- Take advantage of automatic posting capabilities to rank better, faster

## ENTERPRISE CONTROL

- Align desktop- and mobile-optimized Sites with corporate branding
- Streamline compliance with pre-approval workflows, real-time alerts, supervision trails, and infraction resolution—all on a universal supervision dashboard
- Mitigate risk for all FINRA, SEC, IIROC, FCA, MiFID II, and CASL-regulated firms

## ACCELERATE ROLLOUT

- Launch in as little as 12 weeks and add a new site in as little as one day with help from our consultative support team
- Customize your firm's sites program at your own pace with tools that make it easy to manage and expand
- Enjoy an ongoing, white-glove partnership with Hearsay's Client Services organization, which provides integration custom solutions, expansion support, and more

## CUSTOM SCALABILITY

- Invest in an ecosystem purpose-built to deliver ROI and simplify your tech stack
- Quickly add critical digital sales channels—like social and compliant text messaging—to your existing Hearsay platform
- Seamlessly integrate with other systems to unify data and drive efficiency across your business

## INTEGRATIONS

### Social



### CRM/CMS



### Analytics



### Directory



### Marketing Clouds



### Archive/Compliance



**“We’ve seen great results with Hearsay Sites. They took a few months to set up, like any site launch, but just three months later, we exceeded the performance of the previous sites that we had. We’re generating more site visits and more leads. Visits over the last month have doubled compared to the previous year, and leads have increased by 30% compared to the previous year.”**



Christophe Garcia  
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To find out how Hearsay can help your advisors and agents, contact us at:

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