

Lead2Client CRM – A2P & Toll-Free Verification FAQ

1. What is the difference between A2P Registration and Toll-Free Verification?

A2P 10DLC Registration is required for sending SMS using local 10-digit numbers. It involves registering your business, EIN, domain, and intended use case with The Campaign Registry (TCR) and carriers.

Toll-Free Verification is required for toll-free numbers (e.g., 800, 888, 877). As of 2024, it now requires an EIN, a domain name, and a matching domain-based email address, just like A2P.

2. Why do I need A2P approval? Is it just a requirement for Lead2Client CRM? No.

A2P 10DLC registration is not specific to Lead2Client CRM — it is a universal requirement enforced by U.S. mobile carriers (AT&T, Verizon, T-Mobile, etc.) for all businesses sending SMS messages from local 10-digit phone numbers (10DLC).

3. What Do I Need for A2P Approval?

To move forward with your A2P Registration, you'll need the following:

EIN (Employer Identification Number) - Must be directly related to the campaign. A2P 10DLC Registration: EIN must be at least 30 days old. Toll-Free Verification: EIN must be at least 15 days old.

Domain Name - Must align with your business name or EIN records

Domain-Based Email Address - Free email providers (like Gmail, Yahoo, or Outlook) are not accepted.

A Fully Developed, A2P-Compliant Website - Lead2Client (L2C) provides this if you need one. You are also welcome to use your own, as long as it includes compliant elements (privacy policy, opt-in disclaimers, etc.).

Valid Photo Identification *(only if additional verification is required)*

A government-issued ID such as a driver's license or passport may be requested by carriers for identity verification.

4. What will happen if I send SMS messages without A2P approval? You can't. SMS is blocked until A2P approval is complete. This is a carrier-mandated requirement.

5. How long does the process take?

- A2P 10DLC: Typically 7–15 business days once all documentation is submitted. Some approvals are received within 24-48 hours depending on carrier conditions and manual verification requirements.
- Toll-Free Verification: Usually 7–10 business days once all required elements (EIN, domain, email, use case) are in place.

6. Is there any way to expedite the process? Yes. Lead2Client CRM participates in the industry “Fast Track” program for both A2P and Toll-Free Verification. To help secure your approval quickly:

- Submit all required information and documents promptly
- Ensure accuracy and consistency across your EIN, domain, and business details
- Respond quickly to any communication from our team

7. Do you guarantee approval? No. Final decisions are made by TCR and carriers. We assist thoroughly but cannot guarantee approval.

8. How much are A2P and Toll-Free registration fees?

- A2P: \$23.95 initial fee, \$4.20 per resubmission (if needed)
- Toll-Free: Free for first submission, \$15 per resubmission (if needed)

9. How old must my EIN be?

- A2P: Minimum 30 days old
- Toll-Free: Minimum 15 days old

10. Why is there a 30-day and 15-day wait? Is that imposed by Lead2Client CRM?

No. These are carrier and TCR rules. The wait ensures IRS record updates are recognized.

11. I can't find my EIN confirmation. Why do you need a copy of this? To ensure consistency with IRS records. Accepted documents: CP 575, 147C Letter, SS-4 confirmation. Request a 147C by calling the IRS at 1-800-829-4933.

12. The address on my EIN is old and hasn't been updated with the IRS. Should I use my current address?

No. The address on your A2P or Toll-Free application must **match exactly** what the IRS currently has on file for your EIN. Using a different address—even if it's your current one—can result in your application being rejected.

13. Can I use an old EIN from a different business or industry? Only if the EIN is directly related to the campaign. (e.g., insurance campaigns must use an insurance-related EIN)

14. What domain names are acceptable for A2P or Toll-Free registration? Must match or be clearly related to your EIN:

- Personal EIN (e.g., Jane Doe): janedoe.com, janedoegroup.net
- Business EIN (e.g., Long Shore Benefits): longshorebenefits.com, lsbenefitsgroup.org

Not acceptable: unrelated names (e.g., "finalexpenseguru.com" for an EIN under "John Smith")

15. Why can't I use my Yahoo, Gmail, or Outlook email for registration? Carrier regulations now require that all A2P and Toll-Free registrations use a domain-based email address (e.g., you@yourbusiness.com).

Free, public email providers like Gmail, Yahoo, AOL, and Outlook are not accepted because they:

- Do not verify your ownership of a registered business
- Cannot be linked to your domain or EIN
- Are commonly used in spam or fraudulent messaging

16. I want to use my own website for my A2P registration application. Is this possible? Yes, if it meets all compliance requirements:

- Matches EIN business name
- Includes Privacy Policy & Terms
- Uses compliant opt-in/consent near forms (checkboxes not pre-checked)
- Is connected to domain-based email
- Is professional, live, and accessible

If your site does not meet these standards, your application may be rejected or delayed. We're happy to review your site and guide you through any needed updates before submission.

17. Can I make changes to the website Lead2Client CRM provides?

Safe updates before approval:

- Branding colors

- Business hours
- Agent bio and photo
- States licensed in

Do not change:(until after approval)

- Business name, address, or phone numbers
- Page structure or remove pages
- Privacy Policy or Terms & Conditions
- Consent language or opt-in content

18. Can I change the Business Profile information in my CRM? No. Wait until approval. Editing name, EIN, domain, or contact info before approval can delay or reject your application.

19. Why am I being asked to submit additional verification? Carriers may request:

- Government-issued ID (e.g., driver's license)
- Sometimes a selfie with ID

This occurs when there are inconsistencies or limited business history. It helps prevent fraud and spam.

20. What is a Trust Score, and why is it important? A hidden score (0–100) used by TCR and carriers. Higher scores lead to:

- Faster approvals
- Better message deliverability
- Lower risk of filtering

21. How can I find out what my Trust Score is? You can't see it. Follow all A2P and Toll-Free requirements to maximize it.

22. Do I have to pay for my CRM subscription during the A2P approval process?

Yes. Your CRM account is fully functional aside from texting, and billing begins upon activation — not based on the use of any single feature like SMS. When your account is activated, you immediately gain access to the platform's full suite of tools, including the ability to call leads, send emails and campaigns, launch funnels and booking pages, manage contacts and pipelines, build automations, schedule appointments, sync with Facebook, and view reporting dashboards. While SMS messaging is temporarily restricted during the A2P approval process (which is a carrier-mandated step outside of our control), the platform remains fully usable and supported from day one. During this time, significant setup work is also completed on your behalf — including CRM

configuration and assistance with your A2P application. Additionally, A2P approval requires an active account with a provisioned phone number, so maintaining an active subscription is essential for the application to move forward. For these reasons, we're unable to pause billing or offer credits during the waiting period, but rest assured your account remains fully operational and supported throughout the process.

23. Can I call from my CRM without A2P approval? Yes. Calling and emailing functions are fully available.

24. I got A2P approved in the past without an EIN or domain. Why is it required now? Carriers enforced stricter requirements starting in 2024. EINs, domains, and domain-based emails are now required.

25. I got A2P approval, but my text messages are still being filtered. Why?
Common reasons:

- Spam-like language or formatting
- Missing or unclear opt-in/consent

Email julie@lead2clientcrm.com with examples for help.

26. How will I know when I'm approved? Inside CRM:

- Go to Settings > Phone Numbers
- A2P: Green checkmark and "Approved"
- Toll-Free: "Verified" or "Rejected" in color

You'll also receive an email confirmation.

27. Why was my A2P or Toll-Free application rejected?

Common reasons include:

- EIN mismatch
- EIN too new
- Carrier or TCR policy change

Email julie@lead2clientcrm.com for specific details.

28. What happens if my A2P Registration or Toll-Free Verification is rejected?

If your application is rejected, Lead2Client CRM will contact the provider directly to obtain a detailed explanation. Once the issue is identified we will work with you to resolve it and resubmit your application.

29. How many numbers can I have registered?

- A2P: Multiple numbers under one registration
- Toll-Free: Each number must be verified individually

30. Can I add more local numbers while my A2P application is pending? Yes. Just do not remove any numbers until after full approval.

31. Can I get my personal cell phone registered for A2P?

No. A2P registration is only available for **business phone numbers** used to send messages from a verified business entity. Personal mobile numbers (e.g., cell phones on personal plans) cannot be registered through the A2P system and are not supported for business texting via Lead2Client CRM.

32. Will A2P Registration prevent my phone number from showing as “Scam Likely” when calling from the CRM?

No. A2P registration only applies to **SMS messaging**. To help prevent your number from displaying as “Spam Likely” or “Scam Likely” when making calls, we recommend taking the following steps:

1. **Register your number at FreeCallerRegistry.com:**
This submits your number to major carriers (AT&T, Verizon, T-Mobile) to help ensure it displays correctly and isn’t flagged.
2. **Complete SHAKEN/STIR registration:**
This verifies your outbound calls as legitimate and adds authentication that telecom providers use to filter spam. It improves trust and increases your chances of getting answered.

Both steps are recommended. FreeCallerRegistry affects how your number appears on mobile devices, while SHAKEN/STIR adds carrier-level legitimacy.

33. Who do I contact for A2P or Toll-Free Verification questions? Email: julie@lead2clientcrm.com