

## **A2P 10DLC (Application to person 10-digit long code) Overview:**

Due to the ongoing industry wide changes enforced by TCR (The Campaign Registry), we are facing higher costs and lower text deliverability rates for messages sent from DealerCenter. The Campaign Registry™ (TCR) is the agency selected by the major U.S. carriers as the authority for business messaging via 10DLC (10-digit long code). Their goal is to reduce spam texts sent from software applications to consumers in the US. To protect consumers, carriers will filter messages from 10DLC numbers unless they register for A2P Messaging Registration informs carriers who customers are and what SMS/MMS they send with 10DLC numbers. Since in DealerCenter we use 10DLC numbers to communicate with end consumers, we are affected by these changes.

To achieve this, each dealer needs to register for a Brand with the TCR and a campaign that defines what kind of text messages will be sent on the messaging channel. There are two steps in the registration process for messaging – Brand Registration and Campaign Registration. Together, we are calling this as the Trusted Messaging Registration. These businesses and messages — or campaigns — are then assigned unique identifiers, allowing the carrier to know who's sending them and their legitimacy and helping them determine the speed and quantity they'll allow for that number.

Text messages sent on unregistered messaging channels are subject to higher costs (double) and lower deliverability rates, that is the carriers may filter the text messages at a much higher rate than on registered channels. Twilio is passing on these higher carrier costs to us, and therefore we are seeing a steep increase in our monthly bill with Twilio, our text and voice vendor. Moreover, unregistered traffic is not guaranteed to be delivered by the carriers despite Twilio charging us the higher costs! Very soon, carriers are planning to entirely block traffic sent from phone numbers that are not registered for A2P traffic – circa June 2023.

There are one-time fees associated with Brand (\$4) and Campaign (\$15). There are also monthly costs for maintaining campaigns, in our case it is \$2 per month and at the minimum, we will be charged for 3 months even if the accounts unsubscribe before the end of 3 months. So, the total minimum cost for us for onboarding a new dealer with Trusted Messaging is **\$25**. *Be mindful about the number of times you resubmit registrations since it most certainly will incur additional costs for us.*

TCR works with North American mobile operators and companies that are in the messaging business to register Application-to-Person (A2P) text messaging Campaigns. The registry supports a sanctioned A2P 10 Digit Long Code (10DLC) text messaging Campaign ecosystem and provides visibility into the messaging source and content, allowing mobile carriers to provide a more reliable and simple messaging service for Campaign Service Providers (CSPs) and Brands. 10DLC is an A2P messaging channel in which Brands and CSPs are verified prior to being allowed to send text messages.

## **SS4 IRS Notification/Confirmation/Registration/Verification Letter:**

TCR checks dealer's business information against what they've submitted to a state or federal government during initial registration. *If your registration is rejected*, you'll need to submit an SS-4, W-2, or other legal documents to TCR to show your business is legitimate.

Form SS-4/ ss4 letter is an IRS form that businesses use to apply for an employer identification number (or EIN) Also known as an SS4 IRS Notification Letter which lists Dealer's EIN number and is a formal confirmation from IRS.

Please ask the dealer to provide the IRS SS-4 letter you received from the government and compare it to your details entered on the registration form in DC. If dealer doesn't have a copy of their SS-4, ask them to request another copy from the IRS (on **page 6**). If you haven't registered with your state or federal government, you must do so before registering with TCR. You can get an EIN **immediately** by [applying online](#).


An EIN is required for several reasons, including Federal tax reporting, opening a business bank account, and applying for a business license.

An EIN is required for your business if:

- You have employees
- You're applying to obtain a business bank account, license, or credit
- Or operate as either a partnership or corporation
- Are operating under any class of incorporation (LLC, S-Corp, C Corp, Non-profit) instead of being a sole proprietor
- Many more reasons which can be found on the bottom of the SS4 Letter Application (on **page 4**)

**Note:** If the dealer is a Sole Proprietor (who owns an unincorporated business by himself/herself). A sole proprietor without employees and who doesn't file any excise or pension plan tax returns doesn't need an EIN but can still obtain one from the IRS. DO NOT use the owner's SSN as the EIN number for registration.

### Example 1

 **IRS** DEPARTMENT OF THE TREASURY  
INTERNAL REVENUE SERVICE  
CINCINNATI OH 45999-0023

Date of this notice: 12-14-2018

Employer Identification Number:

12-3456789

Form: SS-4

Number of this notice: CP 575 G

For assistance you may call us at:  
1-800-829-4933

IF YOU WRITE, ATTACH THE  
STUB AT THE END OF THIS NOTICE.

ACME LLC  
THERESA LOPEZ-FITZGERALD SOLE MBR  
123 SOMEPLACE DRIVE  
SAN FRANCISCO, CA 94103

#### WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER


Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 12-3456789. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is your responsibility

If your entity name looks like this on your SS-4 confirmation letter, you might need to enter the following.

- Exact Legal Business Name: ACME LLC THERESA LOPEZ-FITZGERALD SOLE MBR
- Exact Business Mailing Address: 123 SOMEPLACE DRIVE, SAN FRANCISCO, CA 94103
- EIN: 12-3456789

## Example 2

 DEPARTMENT OF THE TREASURY  
INTERNAL REVENUE SERVICE  
CINCINNATI OH 45999-0023

Date of this notice: 10-11-2018

Employer Identification Number:

12-3456789

Form: SS-4

Number of this notice: CP 575 E

ACME INC

123 SOMEPLACE DRIVE  
SAN FRANCISCO, CA 94103

For assistance you may call us at:  
1-800-829-4933

IF YOU WRITE, ATTACH THE  
STUB AT THE END OF THIS NOTICE.

### WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 12-3456789. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

If your entity name looks like this on your SS-4 confirmation letter, you might only need to enter the following.

- Exact Legal Business Name: ACME INC
- Exact Business Mailing Address: 123 SOMEPLACE DRIVE, SAN FRANCISCO, CA 94103
- EIN: 12-3456789

## Example 3

 Department of the Treasury  
Internal Revenue Service

OGDEN UT 84201-0046

In reply refer to:  
Nov. 01, 2018 LTR 147C 0  
12-3456789 000000 00

BODC: SB

ACME LLC  
THERESA LOPEZ-FITZGERALD MBR  
% PILAR LOPEZ

123 SOMEWHERE PLACE  
SAN FRANCISCO, CA 94103



557

Employer identification number: 12-3456789

Dear Taxpayer:

We received your request dated Oct. 23, 2018, asking us to verify your employer identification number and name.

This letter confirms that your employer identification number (EIN) and your name on our records match the name and EIN listed above. Return a copy of this letter to the payer who requested verification of your EIN.

If your entity name looks like this on your Letter 147C, you might need to enter the following.

- Exact Legal Business Name: ACME LLC THERESA LOPEZ-FITZGERALD MBR % PILAR LOPEZ
- Exact Business Mailing Address: 123 SOMEWHERE PLACE, SAN FRANCISCO, CA 94103
- EIN: 12-3456789

## Do I Need an EIN?

File Form SS-4 if the applicant entity does not already have an EIN but is required to show an EIN on any return, statement, or other document.<sup>1</sup> See also the separate instructions for each line on Form SS-4.

IF the applicant...	AND...	THEN...
Started a new business	Does not currently have (nor expect to have) employees	Complete lines 1, 2, 4a-8a, 8b-c (if applicable), 9a, 9b (if applicable), and 10-14 and 16-18.
Hired (or will hire) employees, including household employees	Does not already have an EIN	Complete lines 1, 2, 4a-6, 7a-b (if applicable), 8a, 8b-c (if applicable), 9a, 9b (if applicable), 10-18.
Opened a bank account	Needs an EIN for banking purposes only	Complete lines 1-5b, 7a-b (if applicable), 8a, 8b-c (if applicable), 9a, 9b (if applicable), 10, and 18.
Changed type of organization	Either the legal character of the organization or its ownership changed (for example, you incorporate a sole proprietorship or form a partnership) <sup>2</sup>	Complete lines 1-18 (as applicable).
Purchased a going business <sup>3</sup>	Does not already have an EIN	Complete lines 1-18 (as applicable).
Created a trust	The trust is other than a grantor trust or an IRA trust <sup>4</sup>	Complete lines 1-18 (as applicable).
Created a pension plan as a plan administrator <sup>5</sup>	Needs an EIN for reporting purposes	Complete lines 1, 3, 4a-5b, 9a, 10, and 18.
Is a foreign person needing an EIN to comply with IRS withholding regulations	Needs an EIN to complete a Form W-8 (other than Form W-8ECI), avoid withholding on portfolio assets, or claim tax treaty benefits <sup>6</sup>	Complete lines 1-5b, 7a-b (SSN or ITIN optional), 8a, 8b-c (if applicable), 9a, 9b (if applicable), 10, and 18.
Is administering an estate	Needs an EIN to report estate income on Form 1041	Complete lines 1-6, 9a, 10-12, 13-17 (if applicable), and 18.
Is a withholding agent for taxes on non-wage income paid to an alien (i.e., individual, corporation, or partnership, etc.)	Is an agent, broker, fiduciary, manager, tenant, or spouse who is required to file Form 1042, Annual Withholding Tax Return for U.S. Source Income of Foreign Persons	Complete lines 1, 2, 3 (if applicable), 4a-5b, 7a-b (if applicable), 8a, 8b-c (if applicable), 9a, 9b (if applicable), 10, and 18.
Is a state or local agency	Serves as a tax reporting agent for public assistance recipients under Rev. Proc. 80-4, 1980-1 C.B. 581 <sup>7</sup>	Complete lines 1, 2, 4a-5b, 9a, 10, and 18.
Is a single-member LLC (or similar single-member entity)	Needs an EIN to file Form 8832, Classification Election, for filing employment tax returns and excise tax returns, or for state reporting purposes <sup>8</sup> , or is a foreign-owned U.S. disregarded entity and needs an EIN to file Form 5472, Information Return of a 25% Foreign-Owned U.S. Corporation or a Foreign Corporation Engaged in a U.S. Trade or Business (Under Sections 6038A and 6038C of the Internal Revenue Code)	Complete lines 1-18 (as applicable).
Is an S corporation	Needs an EIN to file Form 2553, Election by a Small Business Corporation <sup>9</sup>	Complete lines 1-18 (as applicable).

<sup>1</sup> For example, a sole proprietorship or self-employed farmer who establishes a qualified retirement plan, or is required to file excise, employment, alcohol, tobacco, or firearms returns, must have an EIN. A partnership, corporation, REMIC (real estate mortgage investment conduit), nonprofit organization (church, club, etc.), or farmers' cooperative must use an EIN for any tax-related purpose even if the entity does not have employees.

<sup>2</sup> However, do not apply for a new EIN if the existing entity only (a) changed its business name, (b) elected on Form 8832 to change the way it is taxed (or is covered by the default rules), or (c) terminated its partnership status because at least 50% of the total interests in partnership capital and profits were sold or exchanged within a 12-month period. The EIN of the terminated partnership should continue to be used. See Regulations section 301.6109-1(d)(2)(iii).

<sup>3</sup> Do not use the EIN of the prior business unless you became the "owner" of a corporation by acquiring its stock.

<sup>4</sup> However, grantor trusts that do not file using Optional Method 1 and IRA trusts that are required to file Form 990-T, Exempt Organization Business Income Tax Return, must have an EIN. For more information on grantor trusts, see the instructions for Form 1041.

<sup>5</sup> A plan administrator is the person or group of persons specified as the administrator by the instrument under which the plan is operated.

<sup>6</sup> Entities applying to be a Qualified Intermediary (QI) need a QI-EIN even if they already have an EIN. See Rev. Proc. 2000-12.

<sup>7</sup> See also *Household employer* on page 4 of the instructions. **Note:** State or local agencies may need an EIN for other reasons, for example, hired employees.

<sup>8</sup> See *Disregarded entities* on page 4 of the instructions for details on completing Form SS-4 for an LLC.

<sup>9</sup> An existing corporation that is electing or revoking S corporation status should use its previously-assigned EIN.

## How to get a copy of your Form SS-4 / EIN Assignment Letter?

If you know you have an EIN but don't have a copy of Form SS-4 IRS Notification Letter, here's how to obtain a copy of your EIN assignment letter:

- **Step 1:** Grab your EIN
  - o First, you're going to need your EIN handy, so if you don't know it you can find it on either:
    - Any bank accounts that you opened under the corporation required a Tax ID – call your bank to retrieve a copy.
    - Or prior corporate tax returns
- **Step 2:** Call the IRS
  - o Call the IRS' [Business & Specialty Tax Line](#) at (800) 829-4933. The B&S Tax Line is open between 7 AM and 7 PM, Monday through Friday.
- **Step 3:** Provide the B&S Tax Specialist with your information
  - o Provide requested info, such as EIN, about dealer's company for verification.
  - o You'll also need to verify that you yourself are an authorized contact from within the company. This typically means you'll be asked to provide your title in the company.
- **Step 3:** Request a copy of your EIN assignment letter
  - o Once verified, all you need to do is request a copy of your EIN assignment letter (NOT Form SS-4) from the specialist.
  - o The IRS will mail the requested letter copy to the corporate address on file, or an alternative address or business fax, if you need it faster.

[REDACTED]

[REDACTED]

[REDACTED]