SaifrReview®

Quickly detect and correct potential compliance risks in public communications.

Compliance reviews today are critical but tedious

Creating public-facing content that's compliant with SEC and FINRA regulations is vital, otherwise your firm may face brand damage and multi-million-dollar fines. But getting compliant content out the door isn't fast, easy, or risk-free.

Often, content reviews can strain collaboration and slow time to market, creating headaches for compliance and marketing teams alike. Evolving regulations and growing volumes of content to review only add complexity and pressure to an already high-stakes process.

A compliance coach to help where you need it

Saifr helps make compliance reviews easier, faster, and less risky. In seconds, Saifr can uncover and help address possible regulatory violations, empowering you to create and approve more compliant content up to 10X faster.

Acting as an extra pair of expert eyes that stays current on public communications regulations in the financial services industry, Saifr helps compliance and marketing teams collaborate better, expedite reviews, and catch potential risks sooner—all contributing to a stronger compliance program.

Saifr's technology does this...	So that you can do this...
Flags potentially problematic content	Uncover regulatory risks early on
Explains why flagged content may pose a risk	Understand the "why" behind compliance comments
Proposes alternative language that is more compliant	Fix risks proactively
Scores content on marketing metrics	Optimize content for your target audience
Recommends potentially necessary disclosures from your firm's library	Include the right disclosures

✓ Text   ✓ Image   ✓ Video

AI models are designed to help you adhere to:

- FINRA 2210
- SEC 482
- SEC Marketing Rule

Compliance features detect regulatory risks:

- Non-compliant language: promissory, misleading, exaggerated, unwarranted
- Non-compliant images
- Comparison, ranking, and rating claims
- Investment performance claims
- Testimonials
- References to tax-free or tax-exempt income

Marketing optimization scores content based on:

- Sentiment
- Readability level

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AI that is truly intelligent

Saifr is uniquely able to ease the intricate demands of regulatory compliance because our AI is trained on the nuances of regulatory requirements.

We leveraged decades of expert-validated, industry-specific data that represent the work of thousands of marketing and compliance experts in various segments of financial services to build proprietary lexicon, natural language processing (NLP), and computer vision models.

AI models available via:

✓ **Workflow**   ✓ **Add-in**   ✓ **API**   ✓ **Document submission**

Strengthen your compliance program:

✓ Mitigate regulatory compliance risks
✓ Train staff on evolving compliance standards
✓ Optimize processes and improve efficiency
✓ Keep up with growing content volumes

Compliance • Legal • Marketing

Broker-dealers • Asset managers Registered investment advisors

Who says you can't have it all?

✓ AI-powered compliance risk detection
✓ More compliant language suggestions
✓ Explanation of risk of flagged content
✓ Non-compliant image detection
✓ Video transcription & review
✓ Disclosure recommendations
✓ Custom disclosure library
✓ Customized risk calibration
✓ Real-time collaboration
✓ In-line editing
✓ Marketing insights
✓ Robust auditing & reporting
✓ Ability to file with FINRA
✓ Enterprise data security
✓ 17a-4 compliant recordkeeping
✓ SOC 2 Type 2 certification

Ready to make compliance reviews easier and faster?
We'd be happy to give you a personalized demo.

Request a demo

Website | **LinkedIn** | **Contact**

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