

KASASA®

Kasasa® Announces New Compliance Tool, RegGen

Powerful, compliance-made-easy generator helps community financial institutions create account holder disclosures and marketing disclaimers in minutes

AUSTIN, Texas, September 10, 2018 – [Kasasa®](#), an award-winning financial technology and marketing provider, announced today the availability of its new compliance tool, RegGen.

RegGen takes the complexity and hassle out of creating account holder disclosures and marketing disclaimers for community financial institutions' Kasasa retail products and marketing campaigns.

Account holder disclosures are the agreements that govern Kasasa checking and savings accounts, and marketing disclaimers represent the "fine print" required in marketing materials. Now, rather than taking hours to write and edit disclosures and disclaimers, financial institutions can create and customize required regulatory language across all Kasasa products and promotional materials with just a few keystrokes.

RegGen enables financial institutions to create compliance language in three simple steps:

1. **Access the FIRSTBase portal.** With a financial institution's FIRSTBase credentials, Kasasa's new Reference Manual can be downloaded to view step-by-step instructional videos to fully understand RegGen and its capabilities.
2. **Complete 11 setup questions.** Financial institutions then answer a few simple set-up questions that will be stored and automatically incorporated into their disclosures and disclaimers.
3. **(a) Create account holder disclosures.** Financial institutions simply answer two questions, confirm to download the MS Word document that is created, and edit the text to match their product designs and operational processes.

Or

(b) Generate marketing disclaimers. Financial institutions answer nine questions about the type of media they are using, the marketing message and the product they are promoting, then download and edit in the MS Word file created.

"Consumer transparency and regulatory compliance is immensely important. Unfortunately, up until now, the process of creating comprehensive account holder disclosures and marketing disclaimers for reward-based checking and savings accounts has been a research-intensive, time-consuming and expensive proposition for many community banks and credit unions. Not anymore," said Gabe Krajicek, CEO of Kasasa. "With RegGen, our clients' marketing and compliance professionals have compliance at their fingertips. Now they can create, edit and customize disclosures and disclaimers in minutes rather than hours. Our clients are going to love it!"

The information generated by Kasasa's new RegGen tool should be considered responsible guidance and should not be used as a substitute for consultation and guidance from your compliance officer, outside consultant, or legal counsel.

About Kasasa

Kasasa® is an award-winning financial technology and marketing provider. Based in Austin, Texas, with 400 employees, Kasasa® helps more than 800 community financial institutions establish long lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company reinvented checking and is now reinventing lending through its latest patent-pending offering, Kasasa Loans™. Learn more about Kasasa®'s innovative products and services:

[Reward Checking Accounts](#)

[Kasasa Loan™ – The only loan with take-backs](#)

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