

In-House Corner: Working With Broadridge During Proxy Season

This feature of our blog is where our in-house readers share tips, anecdotes and thoughts about things that come up in their daily practice. This particular batch of thoughts is about handling your relationship with Broadridge to get your proxy materials distributed [feel free to ping me and share your thoughts – they will be posted anonymously or with attribution, whichever you desire]:

1. "Broadridge used to be that company that mailed out millions and millions and millions of proxy statements. That is history. Now, it's much more than a mailing house." - Karen Gillan Doe

2. "Take the time to really understand how they are handling both paper and electronic distribution of your information. Take the time to understand how they will staff your hybrid or virtual annual meeting – and the 'ins and outs' of their meeting technology. Both are maddeningly tedious processes. But you need to understand how these things work so you can work with Broadridge to get the best results for your company." – Taylor Swift Doe

3. "My suggestion here is going to be controversial, and understandably so. Since I joined American Water, I have been thrilled to have Broadridge handle our annual meeting fulfillment completely end-to-end – they distribute materials to both record and beneficial holders, and do everything except printing. They also perform tabulation for the annual meeting and provide an inspector of election. They also handle our virtual meeting platform. I do so much less work and worrying now that Broadridge is an end-to-end provider. I understand the concern about fees are high but most companies are going to pay them anyway. But they do a fantastic job and I have been happy with their service, responsiveness and work product." – Jeff Taylor

4. "Having Broadridge as our transfer agent helps us stay on schedule and keeps us in regular contact with them." – Ariana Grande Doe

5. "Communicate early and often. Broadridge is a great partner, but you often get out of the relationship what you put in." – Elena Kagan Doe

6. "I've been on a tour of Broadridge's distribution hub out on Long Island and it was beyond impressive. They are a well-oiled machine." – Sisterhood of the Traveling Pants Doe

7. "We have had issues with Broadridge for our virtual annual meeting over the past two years. My advice would be to stay on top of them and insist on a strong team to assist you. Unfortunately, their sites had flaws that we only learned about at the last minute." – Mike Tyson Doe

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