

Securities Income Program Promo

The Problem

Some existing customers have not consented to SIP enrollment. Targeted customers may or may not realize the program exists, but have received marketing emails about it.

The Goal

Encourage existing customers to consent to enroll in SIP, which allows them the potential to earn money on their existing holdings that may be lent via the SIP program.

ally Accounts ▾ Transfers Investments More ▾ **Open Accounts** Help Contact Log Out

Dashboard Trading ▾ Holdings and Activity ▾ Research ▾ Documents and Tools ▾ **QuickTrade**

Thur Nov 4, 4:05 pm
Extended Hours Trading - After Hours Open | 00:54:29 Until Extended Hours Trading Closes

COMP 15,940.31 128.72 (+0.81%) SPX 4,680.06 19.49 (+0.42%) VIX 15.47 0.37 (+2.45%)
 DJI 36,124.23 33.35 (-0.09%) TNX 15.24 0.55 (-3.48%)

Investments: 855-880-2559 Chat Email

Ally Invest | Dashboard

SD Account - 60942096 [Change](#)

TOTAL ACCOUNT VALUE **\$142,827.61** TODAY'S G/L **▲ \$2,055.90** TOTAL G/L **▲ \$23,189.17** DAY TRADE BUYING POWER **\$0.00** [Transfer Funds](#)

Account Balances

Quote Type: Real Time Streaming Quotes

Holdings

SYM	QTY	LAST	CHANGE \$	TOTAL G/L	MKT VALUE	BID	ASK	COST BASIS	TODAY'S G/L
AA	-2	46.37	-1.06	-\$81.13	-\$92.74	46.34	46.35	-11.6143	+\$2.12
AAPL	75	150.96	-0.53	+\$1,337.94	\$11,322.00	150.96	150.97	9,984.06	-\$39.75
ALLY	-2	49.16	-0.90	-\$59.02	-\$98.32	48.88	49.41	-39.2964	+\$1.80
AMZN	20	3,477.00	+93.00	+\$6,471.80	\$69,540.00	3,473.50	3,473.85	63,068.20	+\$1,860.00
BBT	103	0.00		-\$5,168.73	\$0.00	0.00	0.00	5,168.73	\$0.00
C	3	67.00	-2.00	+\$71.91	\$201.00	66.99	67.01	129.09	-\$6.00
CCL	35	22.88	-0.29	+\$393.80	\$800.80	22.86	22.89	407.00	-\$10.15
F	-2	19.42	+0.79	-\$30.06	-\$38.84	19.43	19.44	-8.78	-\$1.58

[View more details](#)

Explore More From Us

You can earn extra cash on the shares you own. Enroll in our Securities Income Program and receive a one-time \$100 cash bonus. [Get started](#)

Dashboard Trading ▾ Holdings and Activity ▾ Research ▾ Documents and Tools ▾ **QuickTrade**

Investments: 855-880-2559 Email


Securities Income Program

Earn extra cash on shares you already own by enrolling in our Securities Income Program. Plus, receive a one-time \$100 cash bonus for each enrolled account until MM/DD/YYYY.

[Consent To Enroll](#)


We like looking for ways to help you make extra money

Not under couch cushions. In your existing portfolio. The Securities Income Program is securities lending. That means we borrow your in-demand shares and loan them out to other investors. You make interest while your shares are on loan in addition to the value of any dividends earned, increasing the income potential of stocks you already own.




Enroll

You're all set to enroll. All you have to do is select which accounts you'd like to participate so you can start earning. We'll credit each account \$100 within 25 business days of enrollment.



Loan

We'll see if you have any securities that could be loaned out to other traders and pay you interest while they're being borrowed. They're your shares, though, so you can sell at any time.



Earn

You sit back and earn. We'll deposit any interest your shares make into your account mid-month in addition to the value of any dividends earned.

What You Need to Know

Enrollment doesn't guarantee we'll borrow your shares. You receive a substitute payment instead of any dividends earned on shares that do get borrowed, which may be taxed differently. Talk to your tax advisor for more information. You give up voting rights while a security is on loan, which you might consider if you own a significant percentage of the company or like to participate in proxy voting. Finally, Ally earns interest as well through the program so when you earn, we do, too.

Let's make the most of your portfolio

You have active accounts you haven't enrolled in the Securities Income Program yet. Select which accounts you'd like us to enroll.

- Individual ••0813
- Joint ••2034
- TestRTT153 ••0224
- Individual ••0857

By selecting Submit, you sign and acknowledge that you have read, understood, and agree to the terms and conditions of the Ally Invest Securities Lending Disclosure and the Securities Income Program Lending Agreement and hereby consent to be enrolled in the Securities Income Program.

Submit

FAQs

- ▶ Which accounts are eligible for the Securities Income Program?
- ▶ Which accounts can receive the \$100 cash bonus?
- ▶ Are there risks to participating in the Securities Income Program?
- ▶ Can I sell my shares while they're on loan through the program?
- ▶ How do I unenroll from the Securities Income Program?

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Let's make the most of your portfolio

✔ You consented to enroll in the Securities Income Program.

[Go to Dashboard](#)

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The screenshot shows the Ally Invest Dashboard for an SD Account (60942096). The account value is \$142,827.61, with a gain of \$2,055.90 today. Holdings include AA, AAPL, ALLY, AMZN, BBT, C, CCL, and F. The dashboard also features a 'What You Need to Know' section, a 'Let's make the most of your portfolio' section with a consent confirmation, and a list of FAQs.

Ally Invest | Dashboard

SD Account - 60942096 [Change](#)

TOTAL ACCOUNT VALUE: \$142,827.61
TODAY'S G/L: ▲ \$2,055.90
TOTAL G/L: ▲ \$23,189.17
DAY TRADE BUYING POWER: \$0.00

[Transfer Funds](#)

[Account Balances](#)

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Explore More From Us

- 🔦 You can earn extra cash on the shares you own. Enroll in our Securities Income Program and receive a one-time \$100 cash bonus. [Get started](#)
- 📄 Introducing our new ETF Screener. Search by popular, predefined filters to find the ETFs that are right for you. [Try now](#)

should this be here after a user selects Go to Dashboard? Does it go away?

What You Need to Know

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User somehow navigates back to the promo screen

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Let's make the most of your portfolio

You've already given consent to enroll all of your eligible accounts.

We've already enrolled these accounts in the program:

Individual ••0813

FAQs

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