

EMAIL 01 OF 05 · SENT IMMEDIATELY AFTER WHITE PAPER DOWNLOAD

To: michael.okafor@meridiancu.com
From: m.thorburn@regtrack.com
Date: Day 1
Subject: **Your RegTrack White Paper Is Inside**
Preview: Plus what to look out for when you read it

Hi Michael,

Your copy of *"The Cost of Compliance: How Mid-Size Financial Institutions Are Losing £200,000 a Year to Manual Regulatory Processes"* is ready.

[Download Your White Paper Here](#)

When you read it, pay close attention to Section 3, **The Three Most Expensive Compliance Mistakes**. Most compliance teams we speak to are making at least two of them without realising it.

Over the next few days I will be sharing a few extra insights that did not make it into the paper. If anything raises a question in the meantime, just reply to this email.

Sincerely,

Mike Thorburn
Sales Consultant
RegTrack
m.thorburn@regtrack.com

EMAIL 02 OF 05 · SENT DAY 2

To: michael.okafor@meridiancu.com
From: m.thorburn@regtrack.com
Date: Day 2
Subject: **Why more staff isn't fixing it**
Preview: The problem is rarely headcount

Hi Michael,

Most compliance teams don't struggle because they lack people. They struggle because the workflow is still built on manual coordination.

As FCA, SEC, and GDPR requirements increase, many institutions respond by hiring more staff. But the same approval loops, reviews, and handoffs remain, just spread across more people. The result is still the same: **delays, duplication, and rising internal effort.**

If compliance has been getting heavier despite team growth, it is usually a process issue, not a capacity one.

A 20-minute conversation can help map where the real bottlenecks are in your workflow. [Book a Free Compliance Efficiency Call](#) and let us take a look together.

Sincerely,

Mike Thorburn
Sales Consultant
RegTrack
m.thorburn@regtrack.com

EMAIL 03 OF 05 · SENT DAY 4

To: michael.okafor@meridiancu.com
From: m.thorburn@regtrack.com
Date: Day 4
Subject: **What happened after 6 months?**
Preview: Same team. Same regulations. Very different outcome.

Hi Michael,

A quick example you might recognise.

A Head of Compliance at a mid-size lending firm was spending around 12 hours a week on manual documentation. At one point her team failed an internal audit because a regulatory update had been missed in a spreadsheet not because they did not know, but because **the process did not catch it.**

She moved the team onto RegTrack.

Within six months documentation time dropped to **under 2 hours a week** and they passed their next FCA review with zero findings.

Same team. Same regulations. Just a different way of managing the work.

If you are wondering whether something similar is happening in your team, we can map it out together. [Book a Free Compliance Efficiency Call](#) and let us take a closer look.

Sincerely,

Mike Thorburn
Sales Consultant
RegTrack
m.thorburn@regtrack.com

EMAIL 04 OF 05 · SENT DAY 7

To: michael.okafor@meridiancu.com
From: m.thorburn@regtrack.com
Date: Day 7
Subject: **The number most compliance leaders never calculate**
Preview: It is usually worse than they expect

Hi Michael,

Manual compliance costs the average mid-size institution **£180,000 per year** in staff time alone.

A single regulatory fine from the FCA or SEC averages **£250,000**.

Most compliance leaders already sense the process is expensive, but when they see the actual number it almost always comes as a shock.

RegTrack costs a fraction of both. And when the conversation comes up internally, having that data ready makes the business case straightforward to present.

If it would help to run those numbers against your own workflow, that is exactly what the 20-minute call is for. [Book a Free Compliance Efficiency Call](#) and we will work through it together.

Sincerely,

Mike Thorburn
Sales Consultant
RegTrack
m.thorburn@regtrack.com

EMAIL 05 OF 05 · SENT DAY 10 · FINAL EMAIL

To: michael.okafor@meridiancu.com
From: m.thorburn@regtrack.com
Date: Day 10
Subject: **One last thing from RegTrack**
Preview: No pressure, just leaving this here

Hi Michael,

I will keep this brief.

If improving your compliance process is not a priority right now, that is completely fine. These things usually move when the timing is right. The door remains open whenever it becomes relevant.

One thing RegTrack consistently uncovers is where time is quietly being lost inside workflows, often in places teams **do not initially expect**.

If you would like to take a quick look at that in your own process, you can book a short call here:

[Book a Free Compliance Efficiency Call](#)

Sincerely,

Mike Thorburn
Sales Consultant
RegTrack
m.thorburn@regtrack.com