



SECRETS THEY DON'T TELL

AND HOW THE RIGHT CONSULTANT CAN WORK FOR YOU

The right consultant with the right client can make for a wonderful relationship. It is important to know what we do and what we can't do.
What can my broker really do?

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Introduction

In a landscape dominated by regional and national brokerages, smaller employee benefits agencies stand out for their unparalleled dedication to personalized service and commitment to solving clients' insurance pain points. Contrary to popular belief, smaller agencies possess the same access to carriers and programs as their larger counterparts, offering competitive rates and tailored solutions tailored to each client's unique needs. In this ebook, we'll explore the advantages of choosing a smaller agency and how they excel in addressing insurance challenges with real-life examples.



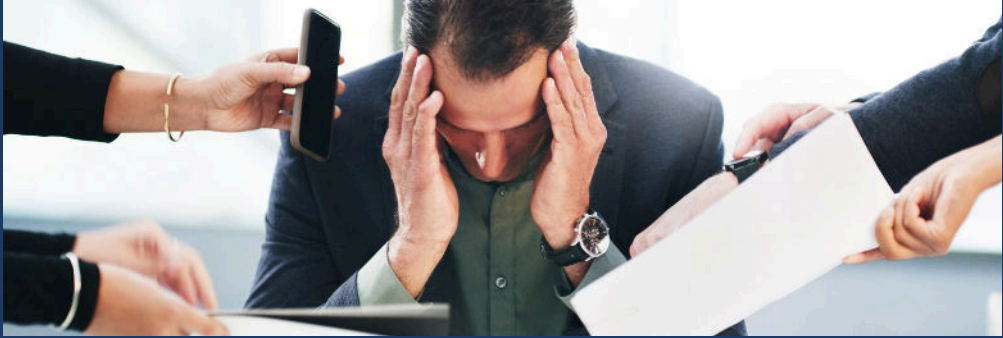
I. Personalized Service

Smaller agencies pride themselves on providing personalized service tailored to each client's specific requirements. Unlike regional or national brokerages, where clients might feel like just another number, smaller agencies prioritize building strong, long-lasting relationships with their clients. For example, instead of being shuffled between various departments, clients of smaller agencies often have a dedicated account manager who understands their business inside and out, providing prompt assistance to HR and their employees.

One dirty little secret of this industry is venture capital companies buy up medium and large agencies to increase their value in order to sell them in the future. While they benefit, you and your employees don't. You become a number, service suffers and your employees are bounced to a call center.

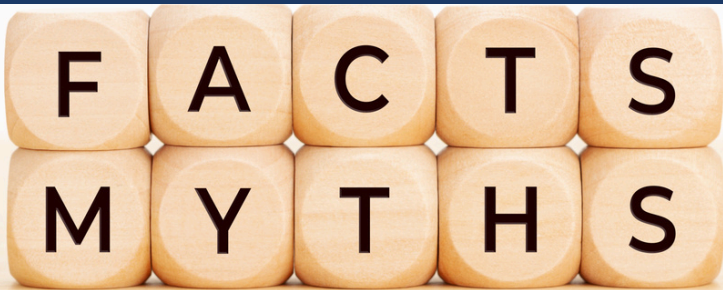
II. Equal Access to Carriers and Programs

Contrary to common misconceptions, HFC Insurance has access to the same carriers and programs as larger brokerages. Through strategic partnerships and industry connections, smaller agencies offer a wide range of options tailored to their clients' needs. From traditional insurance plans to innovative programs like Level-Funded Plans, Captive Insurance, smaller, local agencies possess the expertise and resources to deliver competitive solutions. For instance, when Michele, the HR manager of a medium-sized HVAC company, approached HFC Insurance for an employee benefits solution, she was impressed by the breadth of options available. Our expert advisor presented her with a comprehensive range of plans from top carriers, along with alternative solutions like captive insurance, catering to the company's diverse workforce.



III. Addressing Insurance Pain Points

Smaller agencies excel in identifying and addressing their clients' insurance pain points with agility and efficiency. Unlike larger brokerages, where bureaucracy and red tape can hinder progress, smaller agencies are nimble and adaptable. They can swiftly respond to clients' evolving needs by streamlining administrative processes, negotiating rates, and providing proactive risk management strategies. For example, when Mark, the owner of a small retail business, faced challenges with rising healthcare costs, HFC Insurance proactively conducted a thorough review of his current plan and recommended cost-saving measures, such as implementing wellness programs and a Level-Funded option, to alleviate the financial burden.



IV. Debunking the Myth of Special Rates

One common misconception perpetuated by larger brokerages is the belief that they have access to special rates from carriers. However, carriers determine rates based on factors such as risk assessment and market conditions, not the size of the brokerage. Smaller agencies have equal access to these rates and can negotiate competitive pricing on behalf of their clients the same. For instance, when Greg, the CEO of a growing building supply company, was approached by a national brokerage claiming to offer special rates, he discovered that the rates presented were no different from those offered by HFC Insurance. Intrigued by the transparency and honesty of a smaller agency, Greg explored his options further and found that HFC Insurance not only provided competitive rates but also offered a level of personalized service that surpassed his expectations.



V. Employee Concierge Service

A unique offering of HFC Insurance is our employee concierge service. Unlike the impersonal call centers typical of larger brokerages, the clients of HFC Insurance have direct access to their own client manager. This dedicated point of contact ensures that HR and employees receive prompt and personalized assistance with their benefit inquiries, enhancing their overall experience and satisfaction of their employer sponsored benefits. For instance, when Jessica an employee, had questions about her healthcare coverage, she reached out to her dedicated client manager at HFC Insurance, who guided her through the process with patience and expertise, resolving her concerns efficiently.

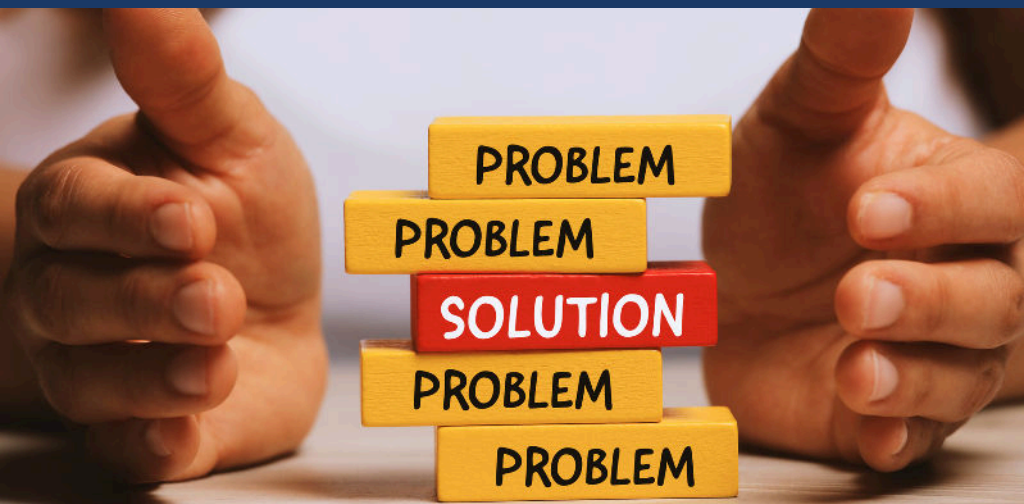
VI. The Value of Long-Term Broker Relationships

Building a long-term relationship with a broker is essential for understanding a business's unique needs and culture. Local brokerages like HFC Insurance excel in fostering these enduring partnerships, becoming trusted advisors and strategic partners in their clients' success. For example, Leigh, the CEO of a family-owned business, has been working with HFC Insurance for over a decade. Throughout our partnership, the agency has gained a deep understanding of Leigh's business and has consistently provided tailored solutions that align with the company's goals, contributing to its growth, employee happiness and success. No carrier involvement for Leigh or her employees!



VII. Tailored Solutions for Risk Tolerance

Understanding clients' risk tolerance is crucial for providing customized insurance solutions. Smaller agencies excel in this aspect, taking the time to assess each client's risk appetite and financial objectives before recommending the most suitable strategies. For instance, when Art, the owner of a mid-size bus charter & transportation company, expressed concerns about the financial risks associated with traditional insurance plans, HFC Insurance recommended exploring level funded plans and self-insurance options. By tailoring the solution to Art's risk tolerance and financial objectives, the agency helped him mitigate risks while maximizing the value of his employee benefits package.



Conclusion

As you see, smaller, local employee benefits agencies like HFC Insurance offer a compelling alternative to regional and national brokerages. Through personalized service, equal access to carriers and programs, and a commitment to addressing clients' insurance pain points, HFC Insurance provides superior value and support to our clients. By choosing HFC Insurance, clients can expect not only competitive rates and comprehensive coverage but also the highest level of personalized care and attention.



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