

# Looking to Diversify in a Competitive Environment? Partner with CoAdvantage.

Do you have clients affected by changing insurance plans due to health care reform? Are you losing appointments because prospects are looking for a PEO solution? Transform your product offering and create a new revenue stream by joining a profit sharing referral relationship with CoAdvantage, a leading national HR services provider.

## BENEFITS OF A COADVANTAGE PARTNERSHIP

**Develop innovative solutions for your less profitable small group clients**



For those that qualify for a partnership agreement with CoAdvantage, revenue share referral relationship opportunities provide new solutions to address your book of business.

**Expand your products and service portfolio**



Aside from the traditional options from insurance carriers, a partnership with CoAdvantage can give you a competitive edge by integrating human resource, technology, and risk reduction services for clients that need more time to focus on business growth.

**Provide guidance on regulatory compliance and health care reform**



Many employers are working diligently to properly classify employees, report ACA information and stay compliant while minimizing risk of penalties. This large task becomes much easier to manage with robust reporting systems from CoAdvantage.

**Offer the best solutions to your clients with a customizable boutique partner**



By working with CoAdvantage, you will be well positioned to bring unique strategies to clients as well as potential customers. Our flexibility in options is a major advantage for our current partners and clients.

**Reduce your overhead expenses**



Create more net profit for you with fewer costs around billing, claims, renewals, enrollment and client assistance.



## INDUSTRY TRENDS AND OPPORTUNITIES

- Attrition among younger/healthier groups in client base
- Competitive pressure from individual exchanges and technology
- Reduction in commissions for small group business
- Complexity of ACA rules and regulations for agents, agency employees and clients, creating more service needs and lower margin
- Common for agencies to have greater than 50 percent of client relationships generating less than 10 percent of overall revenue
- Heightened focus on strategies to reduce small group clients that generate low ROI
- Desire to uncover new and more progressive strategies
- Interest in shifting to new business models to diversify revenue streams

CoAdvantage can help you stand out in an aggressive marketplace and boost the integrity of your service offering. Contact us today to transition seamlessly into a partnership that grows your business.

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