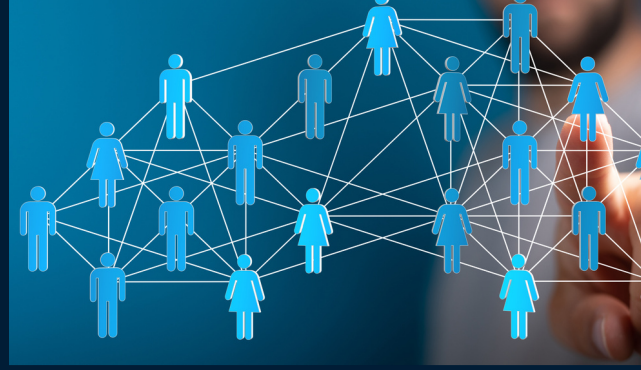


THE BENEFITS OF PARTNERING WITH AN INSURANCE BROKER TO NAVIGATE THE PEO MARKET



Partnering with a PEO can help businesses manage rising health insurance costs and compliance regulations. PEOs provide access to larger-group benefit plans and greater purchasing power when negotiating rates.

However, finding the right PEO is not always straightforward.

Choosing the wrong PEO can lead to unnecessary expenses, limited benefits options, service frustrations, and disruption for employees. Just as many business owners use an insurance broker to compare coverage options, employers can benefit from working with a broker who specializes in the PEO marketplace.

What are the benefits of partnering with an insurance broker to navigate the PEO market?

ACCESS TO MULTIPLE PEO OPTIONS

Using a broker to shop the PEO market offers significant benefits because the broker works on behalf of the employer, not any single PEO provider. Rather than approaching one PEO at a time, a broker can evaluate multiple providers simultaneously. This allows employers to compare options, while their broker helps identify the best match based on the employer's size, industry, growth plans, and workforce needs.

ONGOING SUPPORT

A broker's value extends beyond implementation. They provide ongoing advocacy for matters such as renewals, billing discrepancies, servicing issues, and contract negotiations. As a company grows, changes workforce demographics, or faces new compliance challenges, a broker can help evaluate whether the current PEO remains the best fit. This ongoing oversight helps ensure that employers continue to receive the value they expect from their PEO partnership.

MARKET EXPERTISE

Experienced PEO brokers understand the nuances of the industry and stay informed about carrier changes, regulatory developments, market pricing, and more. This expertise can save employers countless hours of research while improving decision-making.

COST SAVINGS OPPORTUNITIES

Experienced PEO brokers understand the nuances of the industry and stay informed about carrier changes, regulatory developments, market pricing, and more. This expertise can save employers countless hours of research while improving decision-making.

OBJECTIVE GUIDANCE

PEO contracts can be complex, and marketing materials often make competing providers appear very similar. An independent broker serves as an advocate for the employer, helping evaluate strengths, weaknesses, and potential concerns without being locked into a single solution.



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