Denny & Associates, Inc.

January 1, 2016

Dear Prospective Client,

I would like to take a moment to introduce myself. My name is Kelly Rector and I have been in the insurance industry for over 20 years. I am the Vice-President of Denny & Associates, Inc., a locally owned and operated insurance agency specializing in Small to Mid-Sized Employer Group Benefits. I truly appreciate the opportunity to be of service to you as your Insurance Broker for your Employee Benefits.

I am proud of the work that we do for our clients in assisting through the many challenges and confusion of the Affordable Care Act. I value the relationships that we have created with our clients and hope that you will find us to be your trusted advisor.

As I am sure you are well aware, our industry has been hit with several changes over the past few years.   We have spent countless hours on education, training, and certification to keep up with the changes in the law so that we are able to continue to be a valuable resource for our clients. In addition to benefit and premium changes, the law has also changed the way that insurance companies are compensating brokers. We are proud that we have always been able to offer our services at no additional cost to our clients due to the carriers paying a fair commission, however due to the changes in rating structures, risk, and limits on profit, the carriers have been steadily decreasing our compensation. While many brokers and agencies have been exiting the small group market or the industry all together, we are committed to continuing and growing our relationships with small employer groups and providing you and your company with the service and respect that you deserve. We are forced however, to make some changes to our business structure. In order for us to continue to offer the services that we have in the past, we will begin charging consulting fees for our small employer group clients beginning in 2016.

This was a very difficult decision for us to make and we truly hope you understand why we are making this change, and more importantly we hope you continue to find the value in what we offer.   Again, we appreciate the opportunity that you have given us to represent you and your company and we want you to know that we value our relationship.

Please take a moment to review the enclosed services that are included in the consulting fee as well as other additional valuable services. Please contact me with any questions or concerns as I am happy to discuss this with you in greater detail.

Sincerely,

Kelly L Rector

Kelly L. Rector

Denny & Associates, Inc. – 1022 Peruque Crossing Ct., Suite B – O'Fallon, MO 63366
Phone: 636-887-4700 - Fax: 636-887-3081
www.dtdinsurance.com

Consultation Services and Fees

For Groups with less than 10 enrolled on Plan

Services

- Obtain Proposals from Carriers
- Provide a Detailed Spreadsheet with Competitive Data
- Discuss Recommendations for Plan, Carrier, and Benefit Structure Changes
- Provide proper information on Compliance Issues such as ERISA, COBRA, POP, etc
- Provide and Assist with Employer and Employee Applications
- Hold Employee Enrollment Meetings when requested or necessary
- Provide Customized Individual Enrollment Forms for Multi-Option Plan Selections (1st enrollment Year)
- Day-to-Day Service
  - Assistance Enrolling Employer in Online Administration
  - New Hire Enrollments & Employee Terminations
  - Assistance with Escalated Billing or Claims Issues

In addition to your broker, you will also have an experienced, knowledgeable and dedicated service team at your side. You will never be lost in the shuffle of a call center. You will always be working with one of these team members to assist you with any issues you may experience and all of your needs.

Fees

- **Consultation Fee - $100 per month**

First month's fees are due prior to your plan effective or renewal date and can be paid by credit card or check. Subsequent payments can be paid Monthly, Quarterly, or Semi-Annually. Ongoing payments are due on the 1st of each billing period. A 30 day Grace Period will be given and failure to pay will result in a default to Quarterly payments.

- **Annual Consultation Fee discounted to $1,000 when paid in full at enrollment or renewal**

**Consultation Fee will be reevaluated each year at renewal. If participation increases to over 10 lives, the fees will be waived.*

Additional Service Fees

- **Benefits Webpage $200/year**

The benefits webpage is a personalized one-stop-shop tool to use as the administrator and offer to employees. It will house benefit summaries, applications, provider directory links, etc. We are also able to add new hire information such as tax forms, holiday and pay schedules, employee handbooks, etc.

- **Customized Individual Enrollment Forms for Multi-Option Plan Selections- $5/person**

We will create a customized individual enrollment form for groups who have more than one plan option. This will include a plan benefit snapshot and rates for each person. We will also provide the administrator with a template to use for new hires. If you prefer for us to customize the forms for new hires throughout the year, a $5 fee per form will be charged and billed Quarterly. If there are benefit changes at renewal, we will update the benefit information on the template and provide to the Administrator, but if you would like us to customize each form, the above fee will be charged at renewal.

Please Indicate Preferences Below

			Total
	Monthly Consultation Fee	$100	
	Consultation Fee Billing Frequency- Monthly Quarterly Semi-Annually		
	Consultation Fee- Discounted if paid annually	$1,000	
	Benefits Webpage (annual charge)	$200	
	Customized Individual Enrollment Forms	$5 each	
	Total:		

Company Name: ____

Administrator Name: ____

Address: ____

City: ________________________________ ST: __________ Zip code: __________________

Phone: ____________________ Email: ______________________________________

PAYMENT METHOD:

☐ Check Enclosed – Payable to Denny & Associates, Inc.
Mail to: Denny & Associates
Attn: Lindsay Allen
1022 Peruque Crossing Ct., Suite B
O'Fallon, MO 63366

☐ Credit Card – ☐ American Express ☐ Visa ☐ Mastercard

Credit Card #: ____

Expiration date: ____________________________ Security Code: __________________

Signature: ____ Date: ______________