

Impressive Return On Investment (ROI):

Brokers are eagerly embracing the financial benefits of BrokerSuite solutions. The client retention value is significant. Brokers build their book of business based on long-term client retention and steady new client growth. MyBenefitsCount™, the employee benefits websites solution, provides an additional level of loyalty from the client that is established throughout your client's employee base.

Retention Value:

Typical Broker Scenario:

Total Book of Business	\$500,000
Groups	75
Average Annual Commission per Group	\$6,667

Today:

Current Client Retention Rate:	93%
Estimated # of Clients that will not renew	5

Tomorrow: (With MyBenefitsCount)

MyBenefitsCount will increase your retention rate

New Retention Rate	97%
Estimated # Clients Saved	3

Financial Benefit to Broker	\$20,000
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These 3 clients that are retained because of MyBenefitsCount pay for your service fees for your entire book of business!

New Business Value:

Typical 30 life group:

Monthly Commission:	\$500/month
Cost of MyBenefitsCount	\$30/month

Return on Investment (ROI)	17:1
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In reality, the ROI often far exceeds the example above.

Think about your own business and see what BrokerSuite can do for you!