



## 2008 Preferred Broker Program

**Eligibility:** All brokers in the Greater Akron Region are eligible but must meet certain criteria in order to be considered a "Preferred Broker" for the Greater Akron Chamber. In order to become a preferred broker with the Greater Akron Chamber:

- The broker must sell, at a minimum, 15 new groups a year for the Greater Akron Chamber.
- The broker must maintain and be current on the Basic Level (\$400) of Greater Akron Chamber member dues in order to write the plans and be included in the lead process.

### What are the benefits of being a preferred broker with the Greater Akron Chamber?

- All brokers receive an equal distribution of leads as calls come into the chamber. The leads will be provided by the Coordinator of Benefits for the Greater Akron Chamber who will personally manage the leads as they come in. Once a month, the Preferred Broker Program Standings list will be updated and located on our website at [www.greaterakronchamber.org](http://www.greaterakronchamber.org) or you can contact Theresa Byers at (330) 237-1228 to find out your status.
- As of December 31, 2007, and the last day of every year thereafter, the broker that has met his/her group sales goal of 15 will be provided a fully paid Basic Membership the following year. Along with the Basic Membership, two VIP passes will be provided to attend one of the events listed under this tier.
- The top two brokers will get a highlighted article in the Greater Akron Chamber monthly e-newsletter every quarter.
- When a broker makes the preferred list, they will get a personal visit from Theresa Byers, along with a personal gift basket (\$50 value).
- On an annual basis, the top broker will receive top billing in one of the Greater Akron Chamber print ads in either *Crain's* or *Akron Life & Leisure*, depending on the ad timing and topic.
- All brokers who are selling on behalf of the Greater Akron Chamber will be invited to our quarterly broker events where we will announce the lead sellers and offer additional incentives for selling our plans.
- The top 5 brokers who sell all 15 of their SummaCare groups will be entered into a drawing for free airline tickets anywhere in the U.S. and will be eligible for more prizes to be determined by the winners' interests.

### "NEW" Greater Akron Chamber Commission Structure:

- New for 2008, the Greater Akron Chamber has implemented a commission based on the level of membership the broker sells to their client.

Chamber membership level	Broker Commission
Basic \$400	\$50

### "NEW" Benefit Offerings:

- New for 2008, the benefits available at the \$195 membership level will be:  
(This is appropriate for companies with 1-10 employees)

SummaCare Health Insurance	5% Discount
Advantica EyeCare	35% Discount
Anthem Life & Disability	5-25% Discounts
HumanaDental	5% Discount

### Chamber Contact Information

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