

Request For Proposal

[BENEFITS INSURANCE BROKER NAME]

[COMPANY LOGO]

Dear _____:

[COMPANY] is seeking written proposals for an insurance brokerage firm to provide Employee Benefit Brokerage and Consulting services related to [COMPANY]. Technical questions or requests for clarification shall be directed, in writing, to the email address below. [COMPANY]'s responses to a proposer's question(s) will be provided via return email only to the proposer asking the question(s), and not shared with other respondents.

Name

Our Company

Address

City, State Zip

Telephone

Email address

GENERAL INFORMATION

KEY DATES

The following table outlines [COMPANY]'s key dates and events in this RFP process.

[Date]	RFP released
[Date]	Questions and Answer Period
[Date]	Deadline for receipt of Proposals to [COMPANY]
[Date]	Oral Interviews with selected broker finalists
[Date]	Selection completed/contract negotiations begin

[COMPANY] reserves the right to extend the submission deadline or any other deadline or date indicated in the RFP in the event that an extension would be in the best interest of [COMPANY].

WRITTEN QUESTIONS

Questions or comments regarding this RFP must be received via email no later than [DATE, TIME] to [NAME] at [EMAIL].

PROPOSAL SUBMITTAL

Proposals must be submitted via email to [NAME] at [EMAIL] no later than [TIME] on [DATE].

DISPOSITION OF PROPOSALS

All materials submitted in response to this RFP become the property of [COMPANY], except for information identified by the Proposer as being proprietary.

BACKGROUND of COMPANY

[Use this section to include a brief description of COMPANY and any details of the current employee benefits program, eligible employee count, plan funding type, and Scope of Services requested that you would like to share.]

BROKER OVERVIEW

- Provide a brief history of your firm including size, culture, locations, number of years in business and business philosophy.
- Within the past five years, have there been any significant developments in your organization such as changes in ownership, restructuring, personnel reorganizations, terminations or investigations? Does your organization anticipate any such developments over the next three years?

ACCOUNT TEAM

- Describe the proposed team that would work to support us including their background, qualifications and specifically their role on our team.
- Describe how your team will measure itself in terms of its performance in service of our account.
- Describe your approach to the ongoing training of your staff.

BROKER SERVICES & STRATEGY

- Detail services that are provided to [COMPANY] as we manage and/or enhance our employee benefits program. This should also include your proposed timeline.
- Detail services that enhance the employee experience. This should also include your communication strategies.
- Describe your firm's most noteworthy qualifications for providing the required services to us. Specifically highlight those qualifications that distinguish you from your competitors.
- Discuss what your organization believes are the most compelling issues today in the employee benefits and wellness industry and how your team is uniquely poised to address them.
- Describe how you propose to build an understanding of our culture and priorities and how you would utilize this information to recommend changes and project future costs.
- Describe your organization's vendor management philosophy and renewal process. Include the respective roles and responsibilities of each party (broker, vendor, employer) and timelines.
- What would you consider a "standout" benefit, one either implemented with another client or that you would recommend?
- Describe our options for self-funding insurance in the future.

OPEN ENROLLMENT AND CLIENT SUPPORT

- Describe your onboarding process for us as a new client, including proposed timeline with milestones and ownership of responsibilities.
- Describe what the open enrollment process would look like for us. What sets you apart?
- Describe how your team will support us post-open enrollment to ensure accuracy.
- Describe your ongoing client support model and how you will create efficiency for me/my department.
- How do you monitor the performance of carriers and vendors? What data can you provide to measure performance? How do you share that information with your clients?

COMMUNICATION & EDUCATION

- How are changes in benefits legislation and the marketplace for employee benefits monitored by your firm? How do you communicate these changes and updates to your clients?
- Do you offer educational opportunities for employees of your clients on relevant topics? Please describe your process for working with clients and the types of services you offer. Please give examples of topics you have covered with other clients.
- Do you provide employee communication services for your clients' employees? Please provide a description of your capabilities along with sample employee communication materials.

TECHNOLOGY & TOOLS

- There are thousands of benefits vendors available. How do you help us find the right solutions for our employee's unique needs?
- What benefits technology or tools do you provide as part of your service offering? What is the cost to us?
- How do you leverage technology to enhance the employee experience?
- Describe your organization's capabilities in regard to benchmarking and competitive practices.

COMPLIANCE & SECURITY

- Explain the support you offer to ensure we remain in compliance with all appropriate state and federal regulations.
- Describe your process for providing an initial and ongoing compliance review of our plan.
- What specific compliance resources will our company have access to?
- Describe the measures you take to protect your clients' privacy and confidentiality.
- Briefly describe your systems, procedural, and consultant/team member security features.
- Furnish certificates of insurance showing the types and amounts of insurance carried by your firm.

COMPENSATION

- What is your proposed fee structure and contract term for us and why?
- Describe your firm's policy on accepting contingent commissions, pool bonuses or any other sources of income, revenue, consideration, compensation or overrides, in connection with services provided to your clients.
- Describe how you will disclose your compensation to the [COMPANY] team.
- What is your policy on warranties or guarantees for satisfaction for services?
- What services are not included in your quote? Describe situations that exceed the scope of services and may require additional fees, such as special projects, travel, or other expenses.

REFERENCES

- Please provide the contact information for 3 current clients who are of a similar size and work with our proposed account team.