

Benefits FAQ

I already have a benefits department. Why would I work with Keystone?

We act as a supplement to your existing benefits department by offering you access to well-vetted service providers. This helps you capture more revenue and better retain your current clients. Also, our ancillary benefits department brings value-added programs and pricing to you that help you round out your employee benefits offerings.

I'm interested. Tell me more about why I should work with Keystone.

Here are a few other reasons why you should work with Keystone:

- Gain agency efficiency and effectiveness
- Gain access to strong carrier relations and exclusive programs
- Gain relationships with vendors proven to execute solutions successfully
- Gain access to funding alternatives like level-funding, self-funding, and captives
- Gain access to agency knowledge and education

We don't offer group health to our clients or do very little of it. How can Keystone help me?

Keystone becomes your benefits partner by providing the horsepower your agency needs in offering group health to your clients. Our staff works side by side with your Property and Casualty producers and account managers to assess ideal target clients within your book and build a solid foundation of new prospects. We also work with your staff to successfully install fully insured and self-funded products. Our products, solutions, and strategies save you money and help you deliver value to your clients.

How does revenue flow through Keystone and into my agency?

We pool our contracts and business together for the purpose of our core carriers. Your agency becomes part of that pool of contracts and business (like what happens on the Property and Casualty side). The revenue your block of business generates flows from Keystone to your agency every month.

I don't have my own benefits division. How does revenue flow through Keystone and into my agency?

Suppose you use Keystone as your benefits subject matter expert. Because business is pooled under a master contract, 100% of the revenue initially flows to Keystone. Then, we share an agreed-upon percentage of revenue with your agency, so you maintain a cash flow on that piece of business. We do all the work, split the commission, and at the end of the day, your agency owns the full monetary value of the client or the relationship.

What about on the non-medical or ancillary side of the business? How does revenue flow through Keystone and into the agency?

We have contracts with four core carriers (Principal, Guardian, Lincoln, and MetLife). These contracts bring clients better products and pricing; and you better commissions and opportunity to generate more revenue by cross-selling to your Property and Casualty accounts. Keystone receives an override that

doesn't add any premium or any cost to your agency. The revenue flows to your agency directly from the carrier.

How does this affect my agency's valuation?

Your agency owns any group Keystone writes with or for you. Each new group increases your agency's cash flow every month, and your book of business adds value to your agency.

Watch a short video: <https://youtu.be/NbwqGqTLESk>