



Welcome to Employee Benefits at Resource Brokerage

Where Do You Find Leads?

Don't be shy about what you do for a living! Group health prospects are everywhere and you are coming in contact with them in your everyday life.

Friendly conversations about who you are and what you do can open opportunities where people want to draw on your expertise. It can create openings for you to earn their trust in order to evaluate and quote on people's benefit programs.

Friends and Family

Reach out to people in your comfort zone first to get the conversation going. At best, they may have referrals for you – truthfully, people are always looking for a competent insurance professional.

Business owners and HR personnel may have a special interest in the insurance you're selling.

Also, if you have any professionals in your circle interested in similar clientele – partner up! A few examples would be:

- Accountants that specialize in small business
- Property Casualty Agencies that do not have a health practice
- Attorneys that specialize in business law and start-up companies
- Financial Planners that have 401K plans or high net worth business owners

Networking Events

Try to find networking events where you are the one of the only insurance brokers there. Attend functions that are outside of the insurance industry in order to meet potential clients. A few examples of network opportunities in your area are:

- Small Business Associations
- School Board Meetings
- Your Home Owners Association
- Charity and Volunteer Events
- Rotary Club Meetings



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Social Media

Getting yourself out there as an insurance expert on social media no doubt attracts more clients. It gets you in front of the clients you already have, informing them of the ways you can assist them with their insurance needs. It also has the potential to get you in front of new clients, people you've never worked with before!

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