



# Agent Recognition Program

## We love our agents!

And to show our gratitude, we have the **Hall of Fame** program to reward you for all of your hard work.

### Our top producing agents receive the following perks:

- Free VIP level SBAM membership
- Discounted Non-Blue and Non-Sponsored COBRA rates
- Social media promotion for your Agency
- Website recognition for your Agency
- Included in our Lead Distribution program
- Small Business Briefing interview with Brian Calley
- Lunch for you and your staff

## Qualifications

**New Business:** 100 or more BCBSM/BCN Contracts plus three lines of coverage in COBRA, Dearborn, BCBSM/BCN.

**Renewal Business:** 200 or more BCBSM/BCN Contracts.

*\*July 2024-June 2025  
effective dates*





## Ask an Expert

Our *Hall of Fame* Agents gain access to our *Ask An Expert* web portal for answers to all your cybersecurity, HR and legal questions.

Our partners, SensCy, American Society of Employers and Taylor English Law are trusted experts you can rely on for accurate, timely information.

Experience the benefit of having professional and trustworthy support for your agency.

Log into [sbam.org/ask-an-expert](http://sbam.org/ask-an-expert) today!

## Free VIP Membership

Tap into SBAM's multitude of services and become engaged with small business owners on a deeper level.

Agents who are in our *Hall of Fame* receive a free SBAM VIP membership and get the following benefits:

- SBAM concierge service for *Ask An Expert*
- Free VIP ticket to SBAM Annual Meeting & Small Business Summit
- Insider access invitation to SBAM's VIP legislative event
- Complimentary subscription to *Crain's Detroit Business* (print or digital format) or *Crain's Grand Rapids*
- Guest spot on *Small Business Weekly* podcast
- Free workplace compliance poster
- One free SBAM meeting room rental, subject to availability
- One complimentary hour of *Main Street Legislative Consulting*

## Social Media and Website Promotion

SBAM is active on Facebook, Twitter & LinkedIn and our followers and friends will see posts recognizing your Agency as a top producer for our association.

We also have a special landing page at [www.sbam.org/fame](http://www.sbam.org/fame) where we will list all of the agencies who earned a spot in our *Hall of Fame*.

# Discounted COBRA Administration Rates for Your Customers Not Enrolled in an SBAM Sponsored Blue Plan



We handle all matters relating to COBRA administration on behalf of members enrolled in the program regardless of who their carrier is.

Your personal COBRA Coordinator sends all necessary letters and notifications, provides your customer with a monthly activity report and online access to their account, collects premium payments from the COBRA-enrolled beneficiaries, and answers questions along the way.

Agents in our Hall of Fame receive special discounted pricing for their customers enrolled in a Non-Blue plan (i.e. HAP, Priority, United Health) or who are enrolled in the Blues, but not sponsored by SBAM.

## Non-Blue / Non-Sponsored COBRA Administration Pricing for Hall of Fame Agents

**\$45 per month** up to 100 subscribers.  
Regular price \$60 per month.

**\$55 per month** for 100+ subscribers.  
Regular price \$75 per month.

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## Insurance Lead Distribution Program

SBAM receives insurance inquiries from small businesses of all sizes across the state of Michigan. These companies often don't have an existing agent and need help with understanding the plan options and monthly premium prices available to them. We give these leads directly to our *Hall of Fame* Agents for them to provide assistance with the quoting and enrollment process.

## Interview on *The Small Business Briefing*

*The Small Business Briefing* airs Mondays at 3pm ET. Our audience tunes in live on Facebook or Zoom to get the latest news from SBAM's Brian Calley and Sarah Miller, along with special guests.

Our *Hall of Fame* Agents can choose a representative from your agency to appear on our *Small Business Briefing* and discuss recent insurance trends, common challenges and achievements that relate to the small business community.



## Lunch for Your Agency Team Members

As a special thank you for supporting our insurance program and being a top producing agent, we will treat your agency team members to lunch!

SBAM's Director of Agent Relations will visit with you to celebrate our successes and touch base to ensure your team is receiving the personalized service you deserve.

