Word&Brown.

LARGE GROUP

FREQUENTLY ASKED QUESTIONS

Why partner with Word & Brown on your Large Group opportunity?

A dedicated and experienced team of Large Group consultants, working alongside the W&B Sales team, will serve as your collaborative partner throughout the entire process — from discovery to implementation — complementing your own process. Our team brings more than 100 years of combined industry experience —spanning carriers, brokers, TPAs, and general agencies — with the know-how to help you navigate it all.

Are broker commissions, overrides, and/or bonuses impacted by placing Large Group through W&B?

For groups within our contract limits, W&B is paid a separate override that does not affect the broker's commission. For groups outside of our contract limits, we will review each case individually and may request that the broker either split the commission with us or allow us to add up to one percentage point to the rates.

Can you work with our existing carrier contacts, and if so, are those carrier reps impacted financially?

Yes, we can work with your existing contacts. Our carrier partners have reassured us the sales reps are compensated the same as if the RFP came directly from an agency.

What is our liability in the process?

W&B will partner with the producer to review and approve sold rates, assist with online builds (if applicable), and participate in the Large Group audit process to ensure accuracy. The producer and client are responsible for reviewing all approvals, invoices, etc. If an error is discovered, W&B will review and engage in discussions to reach a mutually agreeable outcome. As we consider your agency a partner in the process, we will share any financial responsibility resulting from an error.

How can W&B support existing business?

W&B will provide marketing and spreadsheet support, along with strategic recommendations for non-W&B groups. If we are unable to move the group at the time of marketing, we won't be able to offer further assistance with existing carrier needs. However, if support is needed from W&B on an existing group, there may be opportunities to request that the carrier(s) add us to the group. In this case, we can offer all the same services we would provide to a new group opportunity.

What online platform does W&B support?

Currently, W&B offers support on Ease and Employee Navigator. This support includes new group/renewal set up and eligibility management. Onboarding is required for eligibility management.

Does W&B assist with voluntary benefits in Large Group?

If the product is within our group product portfolio, and sold through W&B, we can assist. Please note, we only assist when the brokerage agency has provided standard rates that are loaded into the enrollment system — not when they are individually underwritten. For our complete product portfolio, please visit us online.

How do you answer groups' questions about W&B appearing on the Form 5500?

We believe in transparency concerning W&B's role and the services we provide as part of the RFP process. During these discussions, our fees are disclosed as part of the broker's compensation, and it's important to inform the group that W&B will appear on the 5500. As a partner, W&B offers extensive services throughout the year, such as managing eligibility, providing employer enrollment platform demos and user training, assisting with compliance issues, and much more — services that typically cost much more than the override W&B receives. These services are offered at a substantially lower cost due to the nature of our partnership, which is passed on to the employer.

How do you sell against a broker that target groups with a GA on the Form 5500?

- **The Value of Partnering with W&B**
  As part of the partnership with a General Agent, employers benefit from a more efficient, smooth process. This partnership allows the employer to focus on their business while W&B handles much of the complex, ongoing work related to the benefits plan. The services provided by W&B help to reduce administrative burdens, ensure compliance, and improve overall plan management. The appearance of W&B on the 5500 is simply a reflection of our active role in managing the plan and doesn't imply any negative connotation. The value of these services often outweighs any concerns about the GA's appearance on Form 5500.

- **Transparency and Compliance**
  The Form 5500 is a required filing for employee benefit plans and is designed to ensure transparency and compliance with federal regulations. When W&B appears on the 5500, it's simply a reflection of the services we provide to support the plan. This transparency works in favor of the employer, as it ensures the plan is properly documented, compliant with regulations, and that all involved parties are properly identified. It's a normal part of the regulatory process for any employer-sponsored benefit plan.

- **No Impact on Broker Commissions**
  W&B's appearance on the 5500 does not affect the broker's compensation. For groups within our contract limits, W&B receives a separate override, which is disclosed as part of the broker compensation process. This ensures that the broker's commission remains intact, and the employer still receives valuable support without any impact on their costs. If a group is outside the contract limits, we review each situation individually, and any adjustments made (such as commission splits or rate increases) are agreed upon and transparent.

- **No Additional Costs to the Employer**
  The fact that W&B appears on the Form 5500 doesn't result in any extra costs to the employer. Instead, it ensures that the employer's benefit plan is handled professionally, with all necessary administrative and compliance processes managed by a trusted partner. W&B helps ensure that the employer is following all regulations correctly, preventing potential fines or penalties down the line.