

Are you selling *Medicare Supplements* During AEP?

What Medicare Supplements Should I Sell?

Generally, you want to have a variety of products to fit the various needs of your clients.

As an insurance agent, you know that each client is different, and you will encounter individuals who are healthy and who are not. Not everyone will be in a guaranteed issue status. You'll want to make sure you have a plan with lenient underwriting or a plan with shorter look-back periods. Additionally, look for the A.M. Best rating, household discounts, and competitive rates. The goal is to make sure you have something for everyone to get your clients the coverage they need.

It's vital to identify your client's medical and financial needs to ensure you are providing quality service and not just selling a plan. When you ensure that your clients are taken care of, you will expand your book of business and increase your client retention and referrals.

Why it Benefits Agents

Adding Medicare Supplements to your portfolio helps you expand your book of business beyond the Medicare Advantage market.

You open the opportunity to serve clients who prefer other options or need more customized plans.

You also have the option to offer plans that include household discounts, typically 7% ranging up to 18%. On top of that, Medicare Supplements don't require annual certifications, which frees up your time to sell more each year. Since Medicare Supplements can be sold year-round, it increases your opportunity to increase your commission.

If that isn't exciting enough, selling Medicare Supplements allows you to earn extra cash from \$20 all the way up to \$270 per application through carrier incentive programs, and it doesn't stop there.

Insurance agents who produce more earn more. When you sell Medicare Supplements, you can even win all-expense-paid trips to various locations.

If you would like to learn more or are ready to start selling Medicare Supplements this AEP, contact the experts at Agent Pipeline. We offer top-level contracts from over 200 carriers to ensure you have the most competitive plans in your market to develop a strong portfolio that meet you and your client's needs. Call us today at 800-926-4693 or email us at info@agentpipeline.com.