

HR CONNECT

Increase Sales With Employee Benefit Websites



To further differentiate you from the competition, Emerson Reid can build an employee benefit website, at no cost, for each of your clients*.

In addition, we've developed an effective sales technique that allows you to show a prospective client a customized sample of their future benefit website to help you close the deal.

With this website, your clients will have a secure, online resource to organize and streamline all their relevant employee benefit information. More importantly, you'll have a powerful client retention tool as your client will need to continue to place their business through you in order to retain their website.

Get Started Today!

Ask your sales rep for an "HR Connect Sample Site" that you can showcase to prospective clients.

Screen Shot Examples

Home Page



Benefits Page



The Process Is Easy

We'll build a sample website for you to use as a sales tool to secure the business. When you write the business through Emerson Reid, we'll build the group's actual website and provide you with all the information you need to deliver the website to your client.

Promoting The Broker

The website will be branded "Brought to you by (your name)" as a consistent reminder of the valuable service you've provided to them.

Website Features

Your client's website will include their name & logo, their plan summaries for each line of coverage written through Emerson Reid, useful tools such as an FSA calculator, an insurance glossary, and a variety of other useful sections.

The HR Administrator can even turn the website into their "Intranet" by easily adding and managing their own content!