

# Why partner with ADP®

For brokers



**Today, it's not enough to simply produce the best rates for your clients – they're looking to brokers to help solve big-picture issues that are holding them back from doing great things.**

While you may not be fully equipped to help them with these initiatives on your own, partnering with ADP provides more opportunities for you to showcase your problem-solving skills and earn unshakeable client loyalty, all while offering reliable solutions to meet their unique human capital management (HCM) needs and transform the way great work gets done.

Here are just a few reasons brokers like you decided to partner with ADP:



## To stand out from the pack.

“It's great to have a national partner with a national name that we can bring out to prospects and clients – not every broker has access to the ADP partnership. When we can assist them with those day-to-day tasks that they're not knowledgeable about, like EDI feeds or weekly error reports from the carriers, that's a differentiator.

Plus, for those client or prospects who are already with ADP, it's also a differentiator because we can say, 'We have a partnership with your current payroll provider, there's no need to make a change ... we're going to come in and get you access to additional teams and resources with ADP.' Not every broker is going to have that ability, so if they were to change firms, they would mostly likely lose those benefits.”

– Christy Allen, Senior Group Benefits Account Manager, JGS Insurance

## To add strategic value.

“Our business has changed since we started a relationship with ADP because it gives us validity and prestige that we're more than just a broker – we're a powerful broker because we have a very powerful partnership. And that partnership has helped me with new business because, in the past, people were just going to a broker looking for insurance or a property and casualty quote, but now when conversation of payroll or compliance comes up and we make an intro, we look more like a consultant. We provide much more beyond the scope of just dropping a quote and selling them a policy.”

– Dov Eisenberger, Partner, LYNLY Health Insurance Agency, LLC



## To become stronger, together.

“The ADP broker partnership has been fabulous for our company; it's made all the difference in the world. We have a Fortune 300 company accompanying us, and it helps us tremendously.

We are always looking to help bring payroll and HR business to ADP, and vice versa – we get leads from ADP and try to convert them to benefits clients. So the relationship has been really good; it's very symbiotic.”

– Steve Rosenthal, President & CEO, Triton Benefits & HR Solutions

**Hear more from Christy, Dov and Steve at [adp.com/brokers](http://adp.com/brokers).**

**Ready to discover firsthand how a partnership with ADP could benefit your firm and clients? Reach out today!**

