

THE BENEFITS GUYS CODE

- Benefits Guys are not insurance policy peddlers.** We're women and men dedicated to educating working Americans about their benefits.
- We never shoot from the hip.** We believe in education—and educate ourselves first so we can give the best possible guidance.
- We're person-to-person people.** Meeting one-to-one with customers is the best way to understand their needs.
- We know our customers.** And we know that they want to do right by their employees and families.
- We're not big on mirrors.** Our focus is on the best interests of the brokers, employers and employees we serve.
- We're not just in it for the money.** We sincerely want to have a positive impact on our customers' businesses and lives.
- We're compassionate to the core.** And we believe that people facing tough life challenges shouldn't also have to face financial ones.
- We practice the fine art of listening.** We ask questions—and talk with our customers, not at them.
- We don't beat around the bush.** Insurance plans may not be simple and straightforward, but our explanations should be.
- We never stretch the truth.** Honesty and integrity are not optional equipment for Benefits Guys.
- We pride ourselves on being flexible.** Our ability to adapt to changing circumstances is something our customers really appreciate.
- We believe in the Golden Rule.** And we understand that the more good we can do, the more will come our way in return.