

Top 5 Reasons Why NAHU Membership is Critical Right Now

1. Every member raises the decibel level of our voice in Washington and the Gold Dome.
2. Are you a serious professional? FU: Are you a member of any other industry organizations?
3. Access to Information. Daily Briefing encompasses articles nationwide with a short, objective summary with link directly to article. B2B Resource helps with those 1 in 10,000 questions.
4. Philanthropic Opportunity: mentorship to diminishing pool of younger agents entering the business.
5. Referrals: what happens if someone needs a type of coverage that you do not work with (ex. LTC, Medicare, workers comp, etc)? You may meet an agent that specializes in that line, or at least can refer to a fellow AAHU member in the directory. Simply by being a member gives them some credibility, and you have still helped your client/prospect by being a resource.

Ideas

- Quarterly Broker Only Meeting: would build camaraderie. Creates an open discussion amongst peers about best practices, carrier insights, software platforms, enrollment firms, worksite products, wellness vendors. Can provide a reality check to vendor claims on value/ROI.
- Quarterly Carrier/Vendor/Captive Agents Only Meeting: see above.
- Branding – booth at SHRM meeting with brochures. Is your agent a member?
- Speed Networking: 20 broker commitments. \$50 for each vendor/carrier. 3 minutes each. Revenue and netweaving.