4800 Deerwood Campus Pkwy
Jacksonville, FL 32246

Agency Name:

Agency Owner:

Dear Valued Sales Partner,

The Small Group market is a priority segment to Florida Blue. We know that the Small Group segment is very competitive and ever-changing. Utilizing a General Agency (GA) alignment allows for more dedicated, knowledgeable support to assist our agency partners with sales, renewals, administrative, product and service. Each GA, whether internal or external, has a distinct value proposition to help agencies manage and grow their business.

You have the choice of which GA you use to assist you with your Florida Blue small group business. Your GA choices are as follows. **Please make your selection from the drop-down box below:**

PLEASE MAKE A SELECTION HERE

Please note that all agency locations or Agency of Record codes (AOR 4-digit code) within the same/affiliated agency family must use the same GA. The Parent Agency Owner should make the selection for all their satellite agency locations.

All Agencies who sell Small Group Business are required to be aligned to a GA. Blue Diamond and Blue Preferred agencies have the choice of working with Florida Blue's Internal Small Group Sales Unit or with an external GA (Amwins Connect Insurance Services LLC, CRC Benefits formerly Benefitmall, Emerson Rogers, LLC, Risk Placement Services, Inc, and Warner Pacific). Blue Standard and Blue Standard Plus agencies are required to work with an external GA only.

For Small Group business, there are no commission costs to utilize an External GA.

We look forward to our continued relationship. If you have questions or need additional information please contact your local Small Group Field Manager or the Agent Service Center.

Sincerely,



Maggie Lucas
Principal, Small & Mid-Market Growth & Retention

Agency Owner Signature

Print Name and Title Officer able to Legally Bind the Organization

On Behalf of (Agency Name/AOR code):

Health insurance is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Health Options Inc., DBA Florida Blue HMO, an HMO affiliate of Blue Cross and Blue Shield of Florida, Inc. Dental, Life and Disability are offered by Florida Combined Life Insurance Company, Inc., DBA Florida Combined Life, an affiliate of Blue Cross and Blue Shield of Florida, Inc. These companies are Independent Licensees of the Blue Cross and Blue Shield Association.

We do not discriminate on the basis of race, color, national origin, disability, age, sex, gender identity, sexual orientation, or health status in the administration of the plan(s), including enrollment and benefit determinations.

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