



WHAT IS A GENERAL AGENCY (GA)

A General Agent (GA) is an insurance agency that partners with various insurance carriers to market and distribute their products to agents and brokers. Our role is to be an expert on market conditions and competitiveness, multiple product segments and plan specifics, funding mechanisms, compliance and legislative issues, underwriting and eligibility guidelines, and all other relevant industry data.

WHAT IS A GA RESPONSIBLE FOR?

- » Our main line of business is communication, consultation, and education. Whether it is keeping you up-to-date on changes in legal and compliance issues, or providing you with details on benefits, underwriting, and rating structure, we are your resource.
- » We provide creative benefit solutions along with accurate, comprehensive quotes and proposals for carriers we represent. Our simplified technical solutions will add value to your organization and to your clients.
- » We have the answers to all of your complicated technical questions about the products and markets we represent.
- » Our knowledgeable, experienced staff support and assist agents with sales presentations, enrollments, and benefit meetings, as well as ongoing service and guidance.
- » We will review applications and process new business for certain market segments to ensure all the necessary materials are completed and submitted to the carrier. We follow clients through the application process, keeping you updated on the status of the case throughout, as well as negotiating with the carriers to ensure that your client gets the best rate and product.
- » We assist with licensing, carrier appointments, Agent of Record letters, and market-specific certifications.

HOW DOES CORNERSTONE GET PAID?

A GA is compensated by the carrier in the form of an override or service fee on business sold and managed through the GA. This method proves to be a cost-effective distribution system since the carrier does not have to pay for any of the services unless a prospect is sold and placed through the GA. This override/service fee is completely separate from the agents' commission and does not affect product rates. We are an extension of our carrier partners, put in place to serve the agent or broker.

WHO IS THE BROKER OF RECORD ON THE CASE?

The writing agent is the broker of record and receives 100 percent of the commission.

HOW MUCH DOES CORNERSTONE CHARGE THE BROKER?

Using Cornerstone's GA services is absolutely free.

Call today to learn more about the benefits of partnering with Cornerstone!