



The Business Model of Medicare Guidance

The i65 Medicare Optimization Suite empowers you to provide Medicare guidance to clients without having to become a Medicare expert or sell Medicare insurance. By doing so, you'll have many opportunities to grow your business, such as increasing client leads and referrals, improving client relationships, and uncovering new client product or service needs. Offering Medicare guidance could even be a new profit center, but is this the right business model for you? Consider the following four options for integrating Medicare into your business.

4 Profitable Ways to Integrate i65 Into Your Business*:

1	2	3	4
Fee-for-Service Model <p>If you're guiding your client through the i65 software, a fee-for-service model allows you to charge for your time and expertise.</p> <p>Suggested fee for guiding a single client through the i65 Medicare software: \$299 – \$499</p>	Mark-Up Model <p>As a professional user of i65, you get discounts that consumers cannot. Simply charge retail price for any service and retain the difference.</p> <p>Average mark-up: \$20 – \$200 <i>Varies by service, membership level</i></p>	Pass Along a Discount <p>With the discounts that professional i65 users get, you can charge clients your reduced rate, thus passing along the savings and earning goodwill.</p> <p>Average client savings: 10% or more <i>Varies by service, membership level</i></p>	Use as a Value-Add <p>Clients want Medicare guidance from unbiased, trustworthy sources.</p> <p>Clients reward advisors with their loyalty, referrals, and willingness to explore other product and service needs.</p>

* Remember: You do NOT need to sell Medicare insurance products or become a Medicare expert to generate revenue from Medicare guidance services.

Schedule A Demo Today — Visit www.i65.com/demo