

Grow revenue and add client value



As the only national not-for-profit vision insurance company, VSP designed Individual Vision Plans to meet the needs of contingent employees not covered by employer-sponsored vision coverage. This solution can help you create a new revenue stream – quickly and easily.



Who are these workers?



They include:

- Employees' dependents aging off their parents' benefits
- Contract workers
- Part-time or seasonal employees
- Retirees and pre-retirees

What's In It for You?



Turnkey Revenue Stream

- Earn 8% commissions on new enrollments and automatic renewals
- Access to a complete suite of marketing tools
- 100% member self-enrollment
- Zero administration



Enhanced Value for Your Clients

- Offer your clients a new solution to encourage greater loyalty with employees that do not qualify for employer-sponsored plans
- No client cost or administration, which makes for an easy up-sell opportunity

39 MILLION
U.S. FAMILIES

don't have access to vision insurance through an employer and need glasses.¹

Check out the back for 3 Easy Steps to selling VSP® Individual Vision Plans.

Register today at IndividualBrokerVision.com.

3 Easy Steps to Get Started

1. Visit IndividualBrokerVision.com

Registering online takes just minutes. Upon approval, you will receive a personalized marketing link.



2. Tap into marketing/sales tools

Your personalized marketing link is just the beginning. The VSP broker site offers tools to get the word out about Individual Vision Plans.



Fliers

- Eye health education
- Plan details



Digital Banners and Tiles

- Add to your website
- Social media post
- Email templates



Inserts

- New hire packets
- Retirement packets
- Payment stub insert

3. Complete appointment and collect your commissions

Collect your commissions each month.³ With a renewal rate of 90% and an average policy lifespan of 4.5 years, your new revenue stream will grow every year.

9 IN 10
EMPLOYEES

The ratio of employees that say visual disturbances affect their quality of work.²

MEMBER
NURTURING

Once enrolled, members are welcomed into the VSP family where they'll receive educational materials, support, and complete membership lifecycle management.

Take the first step. Register today at IndividualBrokerVision.com.

1. 2015 VSP IP Consumer Tracking Study. 2. Transitions 2015 Employee Perceptions of Vision Benefits survey. 3. A minimum of \$25 in commission must be accumulated before commissions are paid.

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