

5 Reasons TO SELL MEDICARE PRODUCTS

*Offering Medicare products presents an essential opportunity for senior market agents.
Are you harnessing your full potential?*

1. Increasing Demand

As our population grows older and people live longer, the number of Medicare beneficiaries will continue to increase. There are currently about 66 million Medicare beneficiaries, a number that is projected to reach 93 million by 2060. Medicare products present a growing opportunity not only right now but for many years to come.

2. The Need For Coverage

Almost everyone requires assistance to add additional coverage to fill the gaps in original Medicare. Even those who have a retirement plan may still want to consider other options to cover their personal needs.

3. Retain Clients

Whether you are a financial planner, insurance advisor, or another industry expert, the more ways you can connect with your clients, the more likely you are to keep them in your book of business. If your clients need to visit another agent for their Medicare needs, you run the risk of losing your client to someone else. Be their trusted advisor for everything, including Medicare products.

4. Be a Trusted Advisor

In the midst of countless phone calls, TV commercials, and never-ending mailers, most Medicare beneficiaries want to work with someone they trust to advise them and answer their questions about their healthcare options. You can be the person they call instead of an 800 number—the one who protects them from making financial mistakes with their Medicare choices.

5. Commission Opportunity

When you work with us to sell Medicare products, you have the opportunity to earn competitive commissions along with residual compensation through renewals. Compensation varies by product and carrier. Renewals will help ensure continued growth for your business, year after year.

By adding Medicare to your business, you can be the beacon of light to guide clients through their Medicare coverage.

Ready to learn more?

Schedule a call with our team.
Scan the QR code or visit
[thekrauseagency.com/
medicare-call](https://thekrauseagency.com/medicare-call) to get started.



thekrauseagency.com | 1234 Enterprise Drive, De Pere, WI 54115
p (800) 255-1932 | f (805) 683-6313 | e info@thekrauseagency.com

