

## **Benefit Facts Article**

### **When A Deal Isn't A Good Deal**

As a small business owner, you won't have many experiences worse than offering group benefits to your employees one year, then finding you can't afford the plan the next year. It happens more than you would think, and it's generally due to two common mistakes.

It happens when a business owner chooses an insurer and their plan based on a remarkably low premium. Some insurers try to attract customers by offering 'too good to be true' or especially low introductory premium rates at application time.

It also happens when an Agent recommends a plush benefit plan to a small firm. As premium rates are affected by claims experience ( usage ) a small firm doesn't generate enough premium to pay for the higher claims made with such plans. The fact of the matter is, even firms with 100 - 1,000 employees can no longer afford to provide their employees with a 'Cadillac' type benefit plan today.

When firms face 20% to 40% premium increases in year two, many business owners have little choice but to terminate their benefit plans. Who knows maybe the insurers hope inertia will keep customers from cancelling their coverage.

The Chambers of Commerce Group Insurance Plan and it's Agents take a different approach. We aim for stable competitive pricing and recommend a customized program that includes a sustainable premium for years to come. Although there are numerous options for every type of coverage I personally promote firms to consider 'Chev' type plans to ensure this goal.

As a small business owner, your company will appreciate the advantages of budgeting for the more predictable premiums the Chambers Plan delivers. Most of our benefits are pooled, which simply means claims are averaged across participants to keep coverage affordable. And too, it's a non-profit program that doesn't require to make a profit for any shareholders.

So, if you find that last year's or this year's 'great deal' isn't so great after all, try a different approach with the Chambers Plan. You'll get competitive prices today, the flexibility to build a custom program for your firm and guaranteed renewable coverage for years to come.