



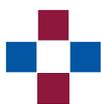
IMC

SERVING BROKERS IN MARYLAND, VIRGINIA, AND WASHINGTON, D.C. SINCE 1987

WWW.IMCTR.COM



ABOUT *IMC*



Established in 1987, Insurance Marketing Center is the oldest, independently owned wholesale distributor of quality group and individual health insurance products in the Washington, D.C. metro area. We offer the most competitive carriers and plan designs in the marketplace.

Our main objective is to provide the highest degree of service with a dedicated and knowledgeable staff of experienced professionals to assist you. IMC does not have a direct sales division. Our sales and marketing specialists are dedicated to helping you grow your business and retain your valuable clients. We support our brokers in achieving optimum levels of production and success.

IMC continues to be a leader in production with the top rated insurance carriers in the regional area and is known as one of the most knowledgeable distributors of Consumer Directed Health Plans. We take pride in being recognized by the brokerage community as a premier distributor of new, innovative, and niche market products.



HOW *IMC* WORKS FOR YOU

PARTNERSHIP:

In order to have a successful partnership with our brokers, we first must develop a strong relationship. At IMC, we pride ourselves on our long-term business relationships and strive to ensure that they are always maintained.

SALES STRATEGIES:

IMC educates you on the techniques you need to increase your closing ratio and transfer it into selling success.

SOLUTIONS:

You benefit from our strategic advantages that combine online technology with personalized service. IMC provides our brokers with the necessary tools and resources to help you grow and retain your business.

COMMITMENT:

IMC believes in providing the highest level of personalized service and expertise to every one of our valued brokers. We are dedicated to helping you grow and retain the business you rely on and understand that your clients are relying on you.

REPUTATION:

Our professionalism, reliability, and dedication to our brokers has allowed us to be recognized as one of the top general agencies in the area.

MARKET TRENDS:

We believe that knowledge equals empowerment. Through various training programs, we are able to keep you ahead of the game on the latest trends and changes in the industry.

TOP 10

REASONS



10. **COBRA & HR Employee Websites:** IMC offers COBRA administration and free employee benefit websites.

9. **Quoting:** IMC creates tailored proposals whether you choose to use our online system or consult our experienced quoting specialists.

8. **Education:** IMC gives you the competitive edge through our carrier product training and free CE opportunities: in-house or convenient online webinars.

7. **Underwriting:** Our team of experts assists you with understanding the underwriting guidelines for your case, while assuring that the submission process is accurate and complete.

6. **Sales Support:** Our sales team provides one-on-one guidance to our brokers. IMC does not compete against you! No direct sales or direct agents work for IMC!



“IMC is the premier
one-stop broker
resource for
group and individual
medical plans.”

Martin G. Rochkind, *Founder and CEO*

5. **Customer Service:** We are one team with various components and capabilities. We take pride in the personal guidance and attention to detail that we provide each step of the way.

4. **Commissions:** IMC pays our brokers 100% of the carrier commission, bonuses, and incentives!

3. **Products:** We provide an expansive product portfolio that allows you the opportunity to bring options and value to your clients.



2. **Expertise:** Our team provides guidance and knowledge to our brokers that will empower you to become an expert in the industry.

1. **One Resource:** IMC is your one-stop source for your individual medical and employee benefit needs.





CONTACT US

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MARKETING
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