

Preferred General Agency Profile



Greenhaven Marketing Corporation

Jerry Dock, Agency Manager

Agency background	
Year agency was established	1977
Full address of office location	2621 Fair Oak P.O. Box 98 Anoka, MN 55303
Office hours	Monday – Friday, 8 a.m. – 4:30 p.m.
Office phone	(763) 421-1193 or 1-800-227-4936
E-mail address	wildcard@greenhavenmarketing.com
Web address	www.greenhavenmarketing.com
Number of employees at location listed above	5
Number of appointed Blue Cross and Blue Shield of Minnesota agents	55
Blue Cross and Blue Shield of Minnesota product lines	Individual health plans Short-term health plans Small group health plans Large group health plans Medicare plans Medicare Part D plans
Other product lines	Life insurance Long-term disability insurance Short-term disability insurance Dental Long-term care insurance Annuities Club accounts Credit insurance

Agency mission and vision statement

Mission and vision statement	Greenhaven Marketing's goal is to provide assistance to agents in finding and choosing the insurance best suited for their clients' needs. We have diversity in product design and availability for health, life, long-term care and annuities.
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Describe how your agency provides the following

Administrative support (assistance with forms, back-up support if agent is out of office, etc.)	Greenhaven provides full-time support via four licensed agents, two focused on servicing and two focused on selling, to assist with inquiries. Our office staff provides general administrative assistance as well as assistance with proposals, applications and marketing supplies.
Back office support (sales assistance, issue resolution, processing and scrubbing applications prior to submission to Blue Cross, etc.)	Our office staff is available throughout the process offering support from proposals through to underwriting and placement. We are available to handle standard transactions and questions during our business hours.
Promotional support (marketing and advertising support, agent finder on agency website, etc.)	We have all carrier-required materials available. We also have designed and produced several direct marketing aids to maintain your prospect pipeline.
Leads program	We run four different lead generation programs. These programs are intended to improve your prospect pipeline including: pre-approach letters, door hangers, CSR referrals/lead information sheets for pre-qualification and other evolving efforts. In addition, we send our agents leads gathered from our website.

Describe the following training opportunities within your agency

Product training	Product seminars are offered three times a year, in spring, summer and fall. The seminars include continuing education credits and golf. We conduct one-on-one training with newly appointed agents for all major product types.
Sales technique training	We offer assistance with direct calls, sales presentations, closing techniques and product knowledge.
Access to product knowledge experts	Office staff and agency principals are available for product and sales-specific questions. Agency staff members are available for joint calls and in-office training as needed by the agent.

Describe the financial incentives offered by the agency

Initial commission split	70% to 100 contracts 75% from 101 to 200 80% from 201 to 300 85% from 301 to 400 90% from 401
Future commission split that varies based on volume	Yes
Awards, bonus programs and/or contests	Periodic contests and bonuses. Agent appointment fees are returned as bonuses after one year qualification.