

Strengthen Membership: Provide #1 iWorkwell as an HR value-add

Differentiate your association, retain members and win new ones

Partnering with iWorkwell helps you in two ways:

- **Strengthen your association.** iWorkwell, a unique benefit and value-add, is a differentiator to attract & retain members (by improving their profitability). Build loyalty, incentivize brokers to stay with you and give you more referrals.
- **Increase your revenue.** Our wholesale/volume discount is a royalty you can retain or pass along to your members (who in turn will have the same choice with their clients).

Ultimately iWorkwell will improve your bottom line.

What is iWorkwell? iWorkwell's members-only website is a state-of-the-art resource (information, tools & services) that improves organizations' HR practices, lowers management costs and boosts productivity. iWorkwell is in a class by itself, providing the highest caliber expertise in all things HR ... such as employee benefits (including health care reform), talent management, and legal compliance ... indeed, *everything* to do with lowering the risks — and cutting the costs — of attracting, retaining and managing people.

Survey Results: What employers want from brokers. According to Zywave's most recent "*Broker Services Survey*," employers cited these broker shortcomings (i.e., your opportunity)...

See more at www.iworkwell.com/associations

Why Choose iWorkwell

Trusted since 1999

It's not only the *best...*

✓ Highest Quality

- Best people: The largest number of world-class *experts* – over 100, from all 4 of the leading HR consulting firms in the world, 4 of the top 6 U.S. employment & labor law firms, and 3 of the 4 most distinguished academic centers for HR.
- Best process: Consensus from 6-9 experts on each document.

✓ Most user-friendly

- Customizable experience: Adjustable access levels; Account personalization for each user; Personal Alerts keep you up-to-date.
- Superior search: Results organized, with preview information, to easily find whatever you need.

✓ Most comprehensive

- 8,500+ legal documents. *All* of the federal & state regulations, forms, posters, notices & instructions, state-by-state comparisons, and Smart Forms & Templates you need (updated daily).
- 6,000+ professional training courses/programs. Every useful topic, in all mediums & formats.
- 700+ best practice guides. iWorkwell's proprietary recipe-like articles provide essential details to guide successful implementation — i.e., "how to" make each decision and do each activity — covering all 16 HR topics.
- Policies and tools to document compliance, create or update your employee handbook, and much, much more. iWorkwell really has *everything*.

...It's clearly the *best value.*

- ✓ **Pennies per working hour.** 20-30 times less than using a lawyer or outsourcing or hiring *even one* HR professional. For over 99% of US companies, a corporate subscription costs even less than hiring a minimum wage employee for a year.

"iWorkwell is superior from several different vantage points.... This is fabulous. The sheer amount of time it will save you... I'm blown away."

- David Lacey, Ph.D, VP HR Biz. Dev. at VIST Insurance
Former Hay Group consultant

"Wow. iWorkwell was impressive... But now it is off the charts... It has grown into a truly amazing online HR and compliance tool."

- John Sheppard, VP Product Management at SHPS

Offering iWorkwell to members and prospects will give you an edge. It'll help you:

- Land & keep members. Get more referrals.
- Increase your revenue by earning a percentage of sales.

Partner with iWorkwell to strengthen your association. **Don't you want to see and evaluate iWorkwell for yourself?**