



agentsync

Product Overview

JULY 2020



The Problem

Insurance is one of the most highly regulated industries in the country. Navigating state producer regulatory requirements can be daunting and grows in complexity with the size of your agency.

6,247

Regulatory actions taken against producers last year

\$25,773,759

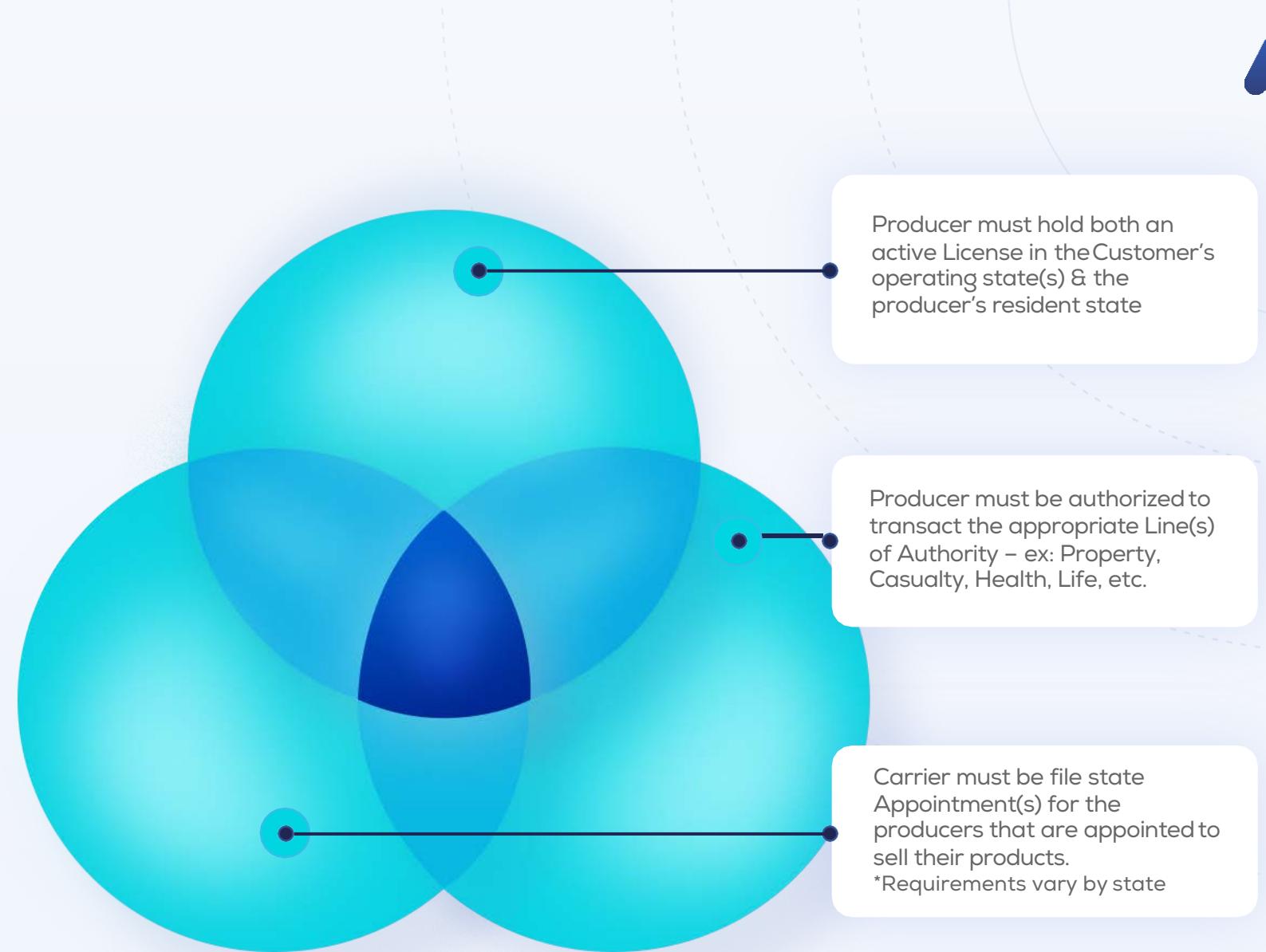
Total regulatory action fine amounts in US Dollars last year

68%

Increase in total fines vs previous year

Meeting Compliance Requirements is Not Easy

State rights gives each state the autonomy to regulate insurance transactions within their jurisdiction - increasing complexity of transacting across state lines by a factor of 50, the number of states we have. For a transaction to meet compliance requirements (and avoid costly regulatory violations) it must meet the below criteria satisfying the Venn diagram.



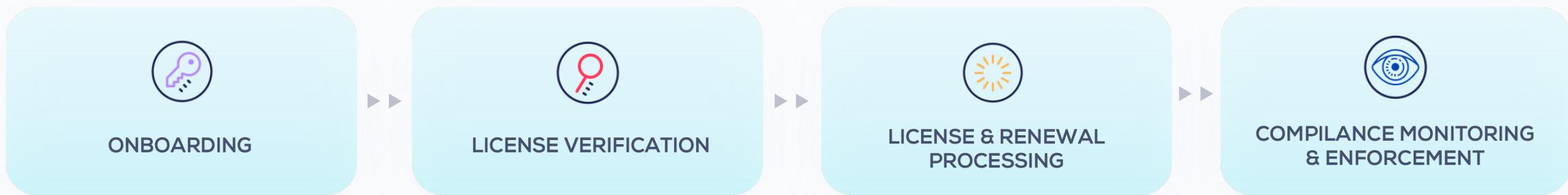


A Few Examples of Licensing Penalties Issued in Recent Years

- Zenefits fined **\$7 Million** in California alone for multiple licensing violations
- American Labor Alliance & CompOne USA to pay **\$4.3 Million** in fines for selling insurance policies without being properly licensed
- Connecticut's insurance department collected **\$2.8 Million** in penalties for improper licensing and other market conduct issues
- Lincoln National fined **\$100K** for paying insurance commissions to 2 unlicensed producers
- People's Trust Agency fined **\$100K** for selling insurance policies using unlicensed personnel
- MetLife to Pay **\$50 Million** in fines for selling insurance without the proper licensing
- AIG to pay **\$35 Million** in fines for unlicensed insurance activity by its former
- Clements & Co, Lloyd's, and UNFCU fined **\$1.4 Million** for selling unlicensed insurance
- Chubb fined **\$1.3 Million** for engaging in the business of insurance without a license
- Oxford Health to pay **\$1 Million** in fines for paying compensation to an unlicensed producer
- CUOMO to **Pay \$200K** in fines for unlicensed insurance activity



The AgentSync Producer Lifecycle





The Agent Record Imported with NIPR

Simply enter the producer's NPN (National Producer Number) to import the agent record from the NIPR PDB (Producer Database) in real time at onboarding in bulk via CSV upload

All active agent records are automatically synchronized with NIPR – AgentSync is updated daily to reflect any and all changes as info changes in NIPR

The screenshot shows the AgentSync software interface running on a laptop. The interface is designed for insurance agents and brokers. On the left, there is a sidebar with a 'NIPR' section and a 'Producer Compliance Scorecards (1)' section. The 'NIPR' section displays a list of agent details: Name (FORREST WITTENMEIER), Account Name (FLOWERS AGENCY INC), SSN (***-5514), and DLRP. The 'Producer Compliance Scorecards (1)' section shows a score of 'SCORE-00026' with an 'Active' status, 'Percent Com...' at 83%, and 'Required Lice...' at 6. The main dashboard area features three circular charts: 'Active State Licenses' (37), 'Active Carrier Appointments' (97), and 'Authorized Line(s) of Authority'. The 'Authorized Line(s) of Authority' chart is a bar chart with four categories: Casualty, Health, Life, and Property. Below the charts, there are several dropdown menus and sections: 'Licenses (3+)', 'Carrier Appointments (3+)', 'Nintex DocGen', 'DocuSign Recipient Status (0)', and 'Notes & Attachments (2)'. The overall layout is clean and modern, with a focus on data visualization and easy navigation.



The Agent Portal

All producers can view their licenses, carrier appointments, update their bio info, answer background questions, upload documents, etc. – Directly from Salesforce or by logging into the AgentSync Portal

The image shows a comparison between a standard Salesforce Log In screen on the left and the AgentSync Licensing Portal on the right. A blue circular arrow icon with a white arrow points from the Log In screen to the AgentSync portal, indicating the transition from a generic Salesforce interface to a branded AgentSync producer portal.

Log In

USERMAIL
PASSWORD
Log In

Portals are branded with your company logo, colors etc. (included in implementation)

Welcome to the AgentSync Licensing Portal
Update your Producer Details and View Licenses & Carrier Appointments.

Licenses **Carrier Appointments**

All

3+ items • Sorted by Expiration Date • Filtered by all licenses • Updated 2 minutes ago

License Number	State ...	Class	Active	Expiration ...	Res...	
FL: W244022	FL	Agent	Yes	NR		
ME: PRN241000	ME	Producer (NonResident)	Yes	NR		
MI: 8334532	MI	NON RESIDENT PRODUCER	Yes	NR		
NC: 8334532	NC	Insurance Producer	Yes	NR		
NY: 8334532	NY	SUBLICENSEE	Yes	NR		
VA: 930816	VA	Insurance Producer	Yes	NR		
MA: 1967076	MA	INDIVIDUAL PRODUCER	No	8/2/2017	NR	
TX: 1956137	TX	General Lines Agency/Agnt	No	8/2/2017	NR	

Manage Producer Detail Record

- Background Information
- Employment History
- Contact Information
- Background Questions

Update View

New



Automatically-Generated Compliance Analysis Through Scorecards

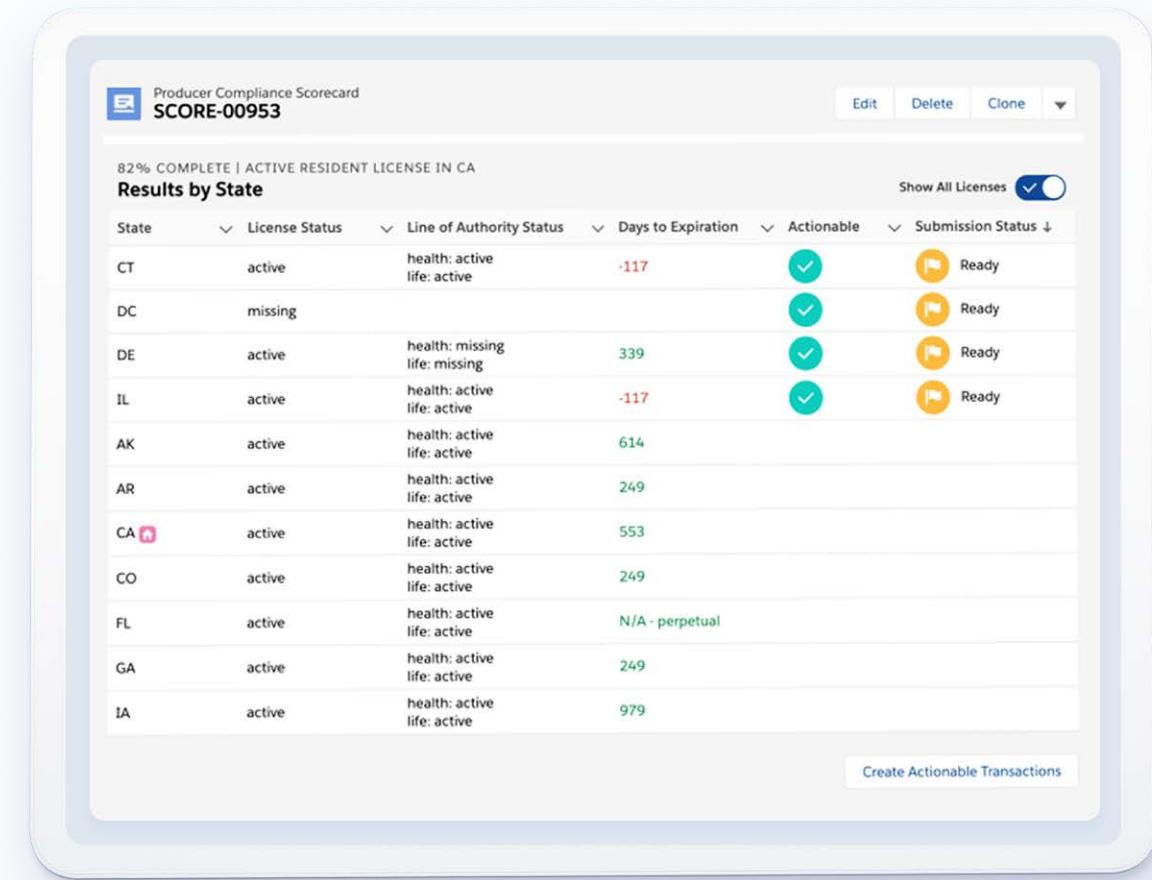
Effortlessly verify credentials

As soon as a producer is assigned to a Producer Assignment (similar to a sales territory) a Compliance Scorecard is generated identifying any gaps in compliance.

Quickly zero in on what is missing where and for whom. The scorecard provides granularity by State, Missing License, Missing Line of Authority, and Missing Appointment. This level of detail reduces any confusion on what remediation needs to occur.

Apply for or renew missing licenses or line(s) of authority in one click directly from the scorecard.

Scorecards are automatically recalculated as new licenses and appointments are approved in NIPR through the direct integration. New scorecards are also automatically generated if you change a Producer Assignment. The old inactive scorecard is kept for good record keeping.



The image shows a screenshot of a 'Producer Compliance Scorecard' titled 'SCORE-00953'. The card is 82% complete and indicates an active resident license in CA. It lists results by state, showing the following data:

State	License Status	Line of Authority Status	Days to Expiration	Actionable	Submission Status
CT	active	health: active life: active	-117	✓	Ready
DC	missing			✓	Ready
DE	active	health: missing life: missing	339	✓	Ready
IL	active	health: active life: active	-117	✓	Ready
AK	active	health: active life: active	614		
AR	active	health: active life: active	249		
CA	active	health: active life: active	553		
CO	active	health: active life: active	249		
FL	active	health: active life: active	N/A - perpetual		
GA	active	health: active life: active	249		
IA	active	health: active life: active	979		

[Create Actionable Transactions](#)



Automated Agent Contracting

In one click, or as part of an automated workflow, generate producer agreements auto populated with Agent & Agency info, W9, and E&O Policy captured during onboarding

Drastically reduce time to activate Agents, remove internal man-hours from the process, and delight your Agents with a seamless onboarding experience

agentSync

PRODUCER AGREEMENT

Signature Page

THIS AGREEMENT is made as of the 29 day of August, 2019 between AgentSync General Life Insurance Company, AGENTSYNC Dental Health, Inc. and its dental plan subsidiaries & AGENTSYNC Health Corporation and its health plan subsidiaries named on the attached Exhibit A and AGENTSYNC Insurance Services Company (hereinafter collectively called the "Company") and **FORREST WITTENMEIER** (hereinafter called the "Producer") (individually the "Parties"). If Producer is a legal entity (i.e. corporation, partnership), this Agreement is applicable to, and the term "Producer" includes, an employed agent.

The Parties have caused this Agreement to be executed in their names either personally or through their duly authorized representatives, as appropriate. In signing this Agreement, Producer (or, if applicable, its authorized representatives) acknowledges that he/she has read this Agreement, understands it, and has a copy of it. This Agreement may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument.

more may be executed by Producer by signing the signature page and faxing a copy of the page to AgentSync General, which faxed signature shall be deemed to be an original signature. This instrument constitutes Producer's acceptance of all terms of the Agreement and any exhibits or attachments.

Producer Name: Forrest Wittenmeier
Producer's Social Security Number: ***-**-
Firm: Flowers Agency INC.
Producer's E-Mail Address: njji@agentsync.io

Producer's Business Address:
101 2ND ST # 525
San Francisco, CA 94105-3675

DocSigned by:

Signature of Producer
14B230529C41E

FORREST WITTENMEIER
Social Security Number: ***-**-5558
Flowers Agency INC.
Confirmation: 54-14279088
Email Address: njji@agentsync.io

Business Address:
101 2ND ST # 525
SAN FRANCISCO, CA 94105-3675

6/26/2019
Signature of Producer
Date

The Company approves the Agreement and agrees to pay Compensation to the Producer, as applicable, subject to all the provisions herein.

Walt Galloway
SVP, Subsidiary, Colloquial & CEO
6/26/2019
Date



Product Feature Overview

1

The Producer Sync

2

Compliance Tracking & Scorecards

3

Dashboards & Reporting

4

Compliance Controls

5

NIPR Appointment & License Processing

6

AgentSync Accelerate

7

Security, Data Privacy & Implementation



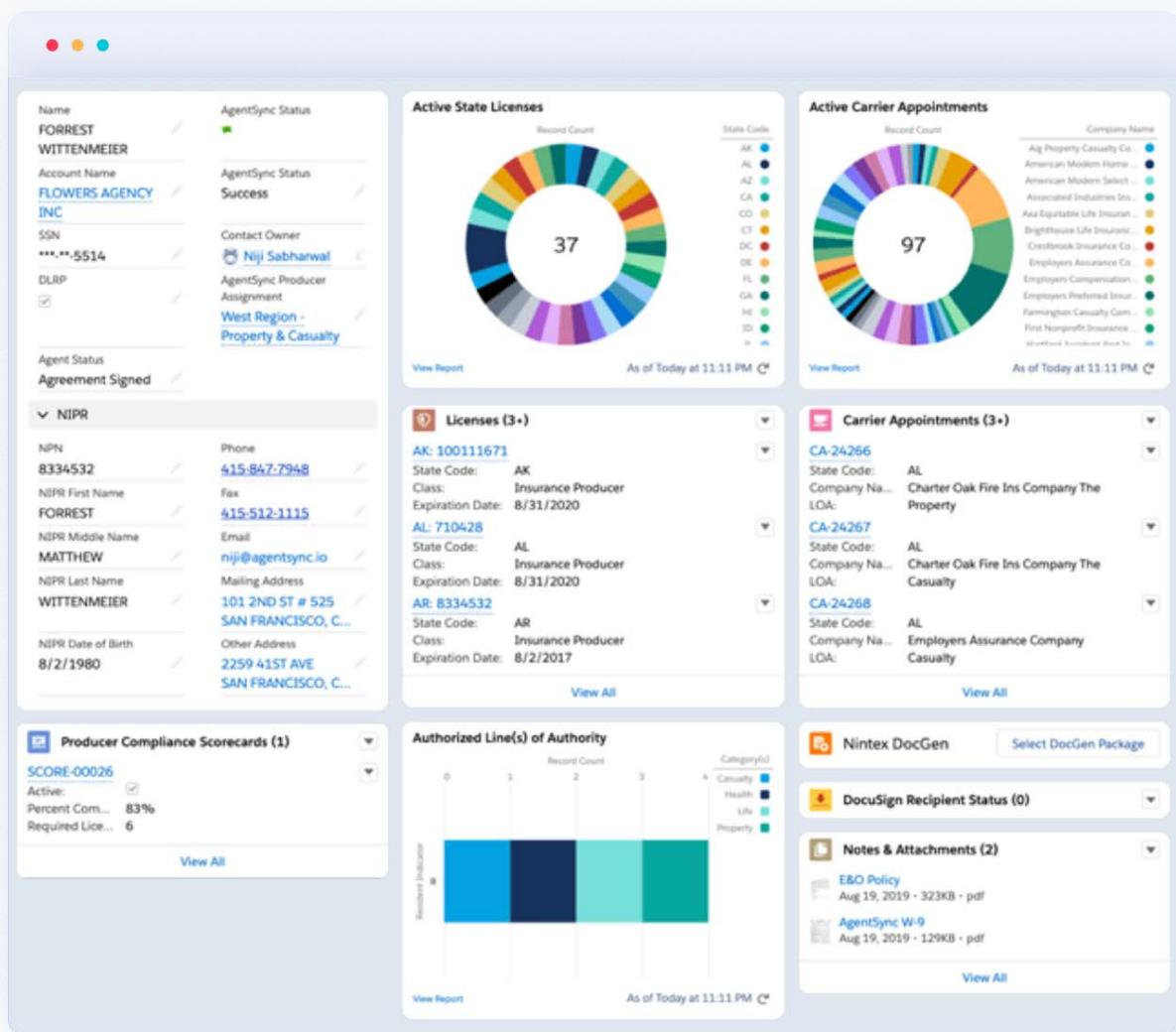
The Producer Sync

Onboarding producers & tracking their credentials has never been easier

AgentSync is powered by a direct integration to NIPR that essentially makes a copy of all your producers' contact info, licenses, appointments, and even regulatory actions. Any changes made in NIPR are automatically updated to your system through a daily synchronization - giving you peace of mind knowing credential statuses are always current and up to date.

All contact information is automatically maintained via the NIPR integration - by law, and to avoid fines producers are required to update their contact info within 90 days of a change.

Getting started is as simple as loading in all of your producer's NPN numbers. In moments you will see all their NIPR records flow into the system.





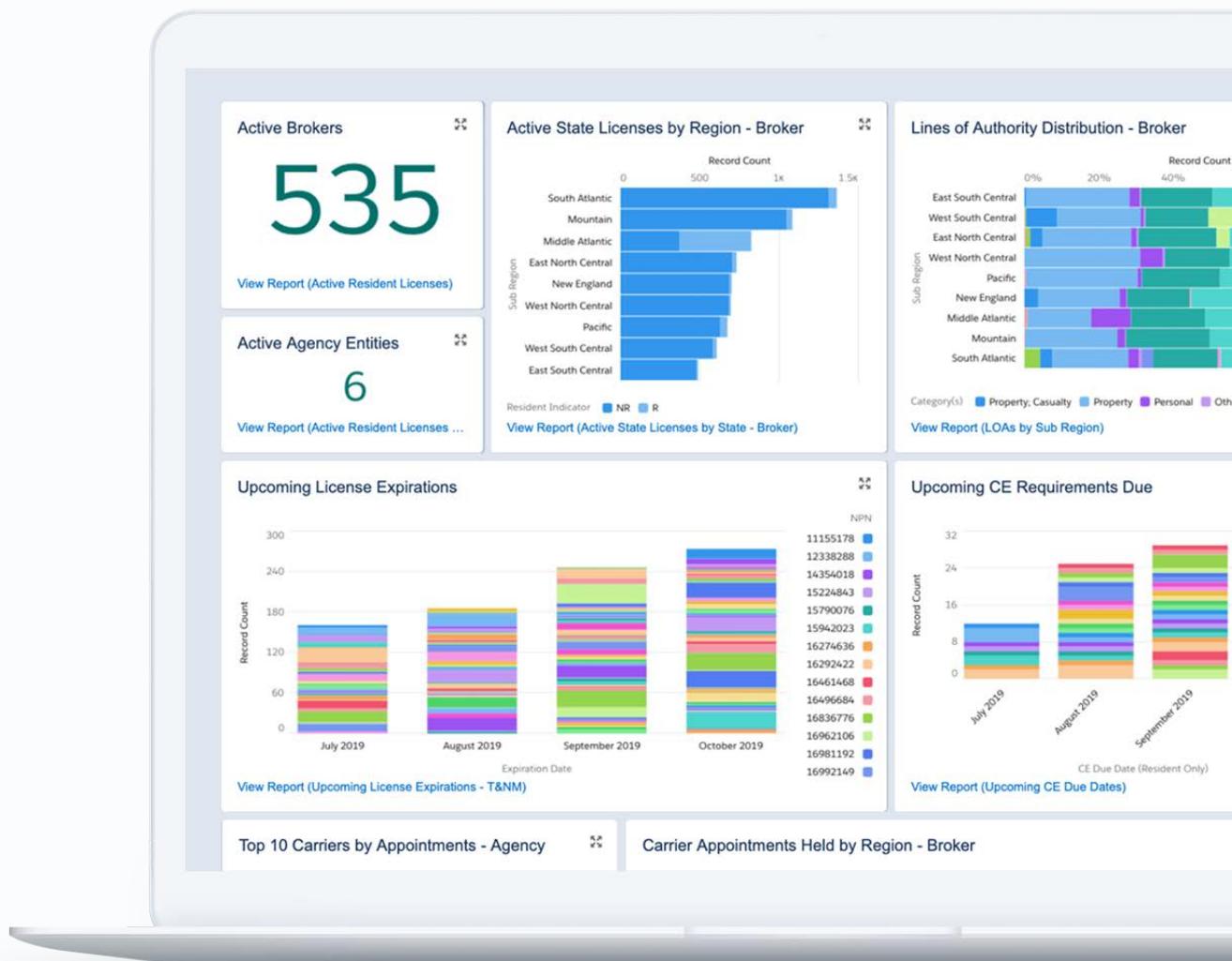
Dashboards & Reports

Self serve, drag and drop customization, and one click exports

Your producers' data now lives in Salesforce enabling you with the advantage of powerful reporting and analytics. NIPR data is normalized and organized into a digestible data model to facilitate reporting - drill into any component for additional details.

Dashboards & reports are easily customizable - AgentSync comes preloaded with the basics to get you started. The self serve report customization user interface is incredibly intuitive (similar to pivot tables in excel) but if you need any help the AgentSync support team can help you build or customize a report at no additional cost.

Easily create and export custom reports by defining filter criteria, drag and drop desired columns, and choose file format – voila!



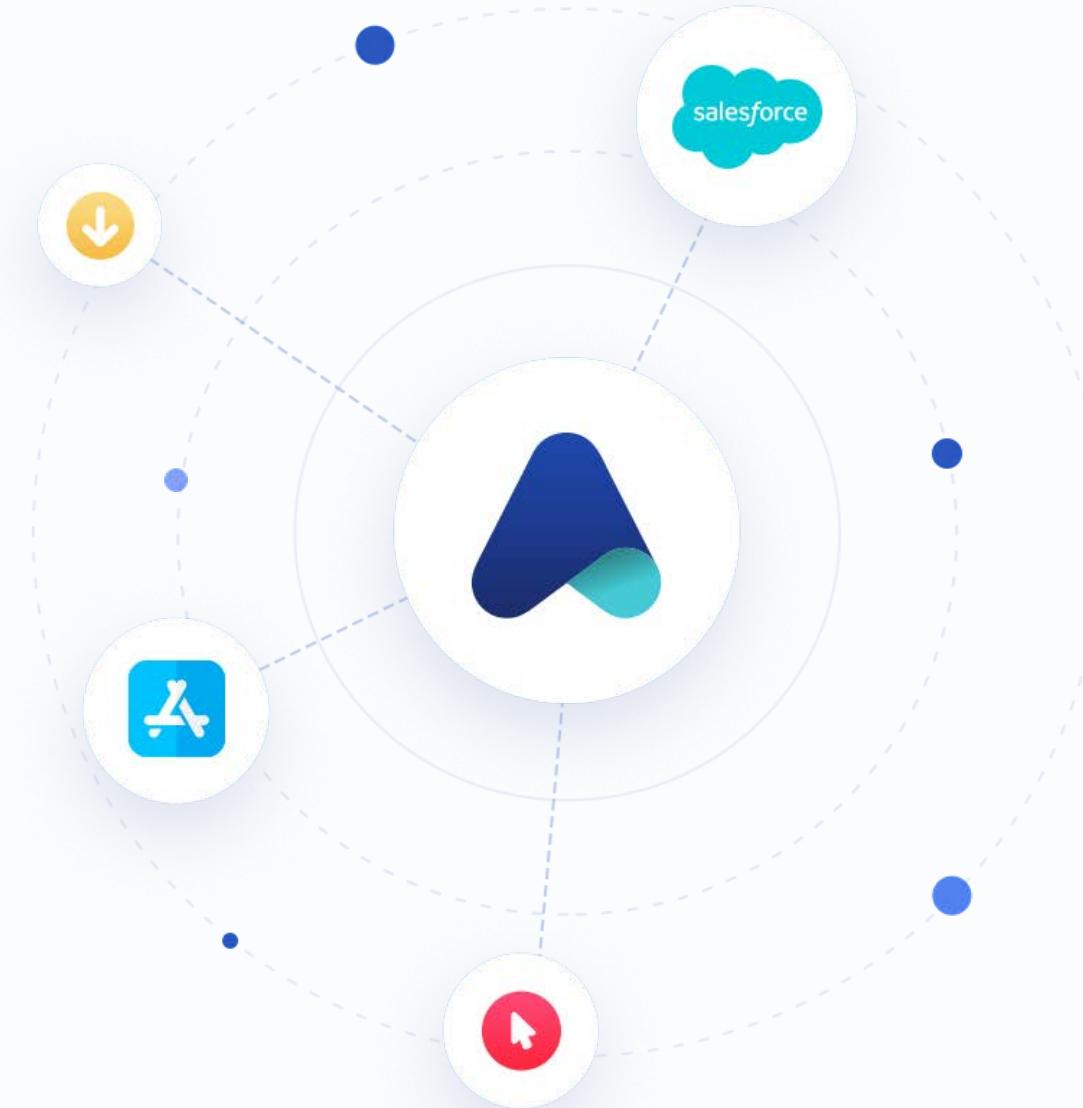


System Implementation

Basic setup can be completed in days not months and can be deployed within an existing Salesforce environment or as a standalone if you are not currently on Salesforce.

It's as easy installing an app on your iPhone. Once the app is installed in Salesforce get started by simply entering NPNS to sync. Producer info is automatically kept up to date as it changes in NIPR.

No lengthy implementations or clunky integrations to maintain. Put it to the test by installing it in your sandbox.





Compliance Scorecard Dashboard

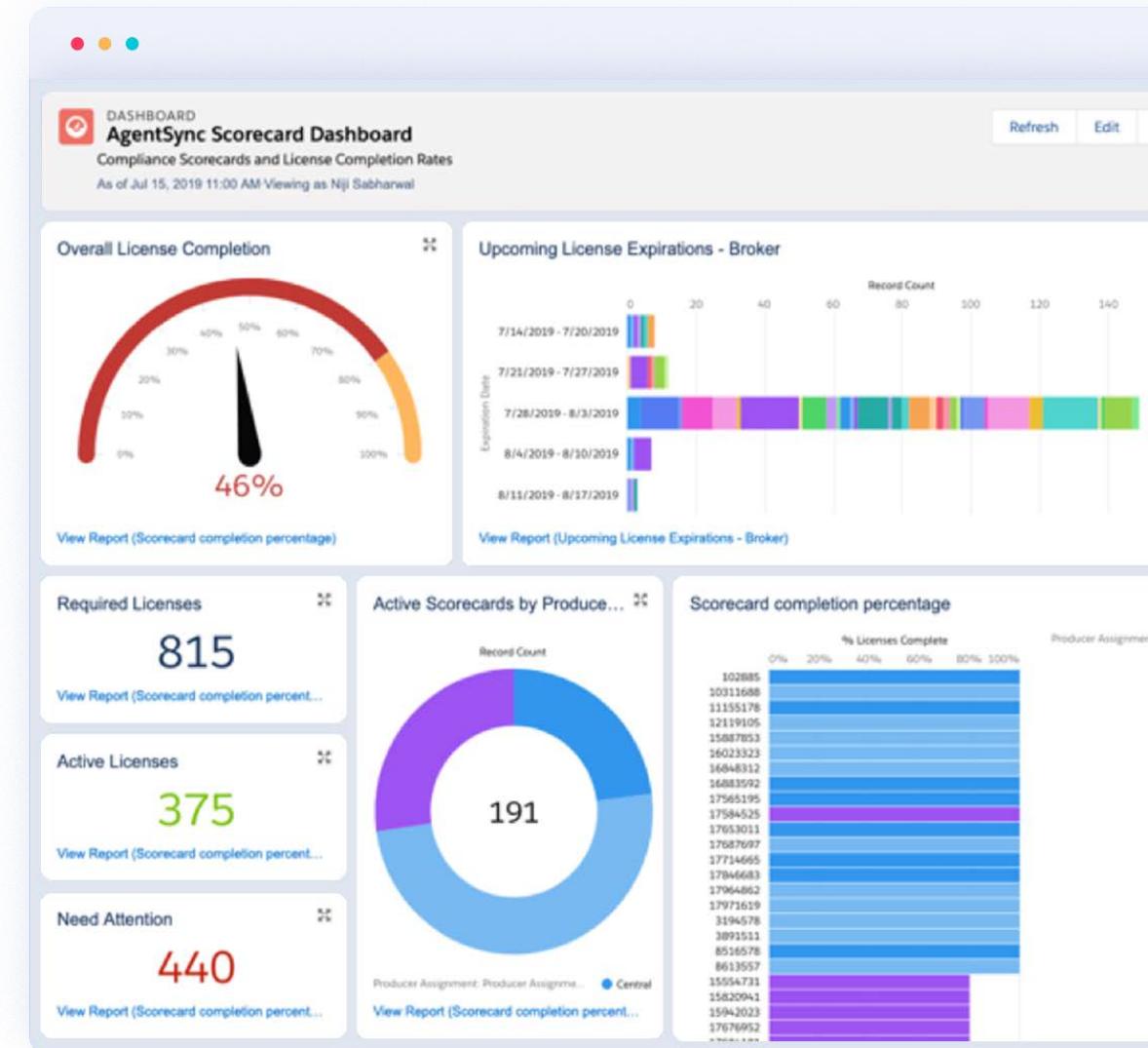
Aggregated actionable insight into overall credential status

Extract the signal from the noise by focusing on the actionable exceptions to your compliance program. By comparing the credentials required to sell your products against actual producer credentials held - you can proactively advise producers of any credential gaps before they attempt to submit business to avoid any disruption to your sales cycle.

Scorecards are automatically recalculated as new licenses and appointments are approved in NIPR through the direct integration, so you know your information is always current & up to date.

Once compliance gaps are identified you can action them in two ways:

- Notify the producer via email of the missing credentials with instructions to remediate
- Leverage AgentSync's NIPR Transaction feature to submit credential application(s) for processing directly to the state via one-off submission or automated as part of a workflow





Real-time Compliance Controls

Prevent violations before they occur as a last line of defense

Enforce proper credentials in real time as your producers submit transactions into the system.

You choose when and where to check agent credentials based on the customer's location and insurance lines. Enforce controls at one or many milestones:

1 At issuance of a quote

2 When the policy is bound

3 Before finally paying agent commissions.

If the system detects improper credentials you have two options:

a Prevent the transaction from being saved/submitting - the sales process is only disrupted if a violation is about to occur.

b Flag the exception for further review by your compliance team.



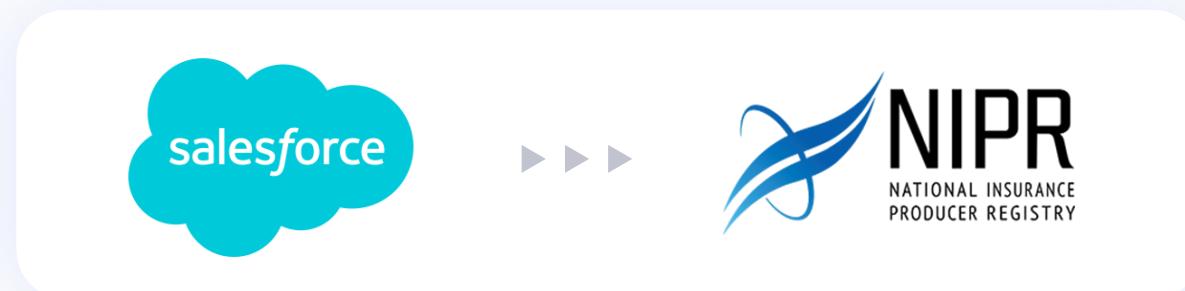
Apply for and Renew Licenses Directly from Salesforce

Submit to NIPR in a few clicks

Take licensure management one step further by automatically applying for or renewing licenses, and lines of authority based on Compliance Scorecard results. There are three submission processing options: Fully Auto, Semi-Auto, Manual.

Quickly process license transactions as one-off by state, multiple states by producer, or multiple states for multiple producers. Effortlessly producer contact info changes to all states in a click of a button.

As licenses are approved in NIPR they will appear in your system via the direct integration and will trigger recalculation of the Compliance Scorecards - Completing the remediation life cycle.





Producer Details

Intuitive self-serve producer info collection

Think “master paper licensing application” – Collect required details from your producers to be used to populate NIPR transactions. Since AgentSync gets most of the information through the NIPR integration we prepopulate most of the form – producers need to fill out SSN, employment history, background questions, etc.

Submit contact info changes to every state where the producer holds an active license in one click by hitting the “Contact Info Change Request” button. This service is 100% free and avoids costly fines issued by the state for untimely notification filings.

Information entered into the form is validated page by page for common errors or format issues.

MANAGE PRODUCER DETAIL RECORD

BACKGROUND INFORMATION



EMPLOYMENT HISTORY



CONTACT INFORMATION



BACKGROUND QUESTION



Compliance Scorecards

Assign a producer to a group of states and lines of authority (below) to automatically generate a scorecard providing intuitive and comprehensive compliance analysis. Scorecards automatically recalculate upon any changes to the producer's credentials

Actionable credentials (either missing or within a renewal window) are easily identified – submit all actionable transactions in bulk directly from the scorecard

The image illustrates the integration of producer assignment and compliance analysis. On the left, a mobile device screen shows a 'Scorecard' interface with a table of license status for various states and lines of authority. On the right, a laptop screen shows a 'State Licence(s)' and 'Line(s) of Authority' selection interface, allowing producers to choose which states and lines to assign. A large orange play button is overlaid on the laptop screen, indicating the process of generating the scorecard.

State Licence(s)		Line(s) of Authority	
AVAILABLE	CHOSEN	AVAILABLE	CHOSEN
CT	> AK	PROPERTY	> HEALTH
DC	AL	CASUALTY	
ID	< AR	VARIABLE...	< LIFE
IN	AZ	ADJUSTER...	
KS	CA	CREDIT &...	

88% COMPLETE ACTIVE RESIDENT LICENSE IN CA				
Results by State				
State	License Status	Line of Authority Status	Days to Expiration	Action...
AZ	active	health: active life: active	-186	Ready to Submit
IL	active	health: active life: active	-186	Ready to Submit
WY	inactive		-186	Ready to Submit
TX	missing			Ready to Submit
OH	missing			Ready to Submit
FL	active	health: active life: active	N/A - perpetual	
IA	active	health: active life: active	910	
AK	active	health: active life: active	545	
AL	active	health: active life: active	545	



NIPR Transactions

Submit license and renewals, and contact info changes directly to NIPR

AgentSync will automatically assess producer's eligibility based on requested transaction(s) and provide stats on each state's status complete will estimate fee calculations

Manage open transactions in one easy place – statuses are automatically updated, you don't even need to refresh the screen

The screenshot shows the 'NIPR Transactions' section of the AgentSync platform. At the top, there are tabs for 'NIPR Transactions', 'Scorecard', 'Licenses', and 'Carrier Appointments'. Below the tabs, a navigation bar includes 'OVERVIEW', 'Eligibility: New', 'Submission: Submitted' (with counts 0, 0, 0, 1), and a 'Submit Transactions' button. The main area is titled 'Actionable Transactions' and displays a table with columns: Transaction Name, State, Type, Estimated Fees, Charged Fees, Status, and Status Detail. Three transactions are listed: GT-00047671 (AZ, Renewal, \$225.00, Ready to Submit), GT-00047679 (CA, Appointment, Ready to Submit), and GT-00047680 (CT, Appointment, Ready to Submit). Below this is a section titled 'Closed and Pending Transactions' with a single entry: GT-00047678 (AK, Appointment, Approved). The status detail for this entry shows '1.) Beta auto response. Approved. Se...'. The bottom of the screenshot includes a footer with the 'agentsync.io' logo and the number '19'.

Transaction Name	State	Type	Estimated Fees	Charged Fees	Status	Status Detail
GT-00047671	AZ	Renewal	\$225.00		Ready to Submit	
GT-00047679	CA	Appointment			Ready to Submit	
GT-00047680	CT	Appointment			Ready to Submit	

GT-00047678 AK Appointment Approved

GT-00044410 AZ Renewal \$225.00 Approved 1.) Beta auto response. Approved. Se...

GT-00046602 AZ Renewal \$225.00 Approved 2.) Beta auto response. Approved. Se...



AgentSync Accelerate



Bulk import up to 5K producers at a time via drag & drop CSV upload



Bulk process renewals and missing credentials for up **to 10 producers at a time**



Dramatically **accelerate your compliance** processes



Submit appointments, terminations, licenses, renewals, and contact info changes **directly to NIPR**

NIPR Transaction Management

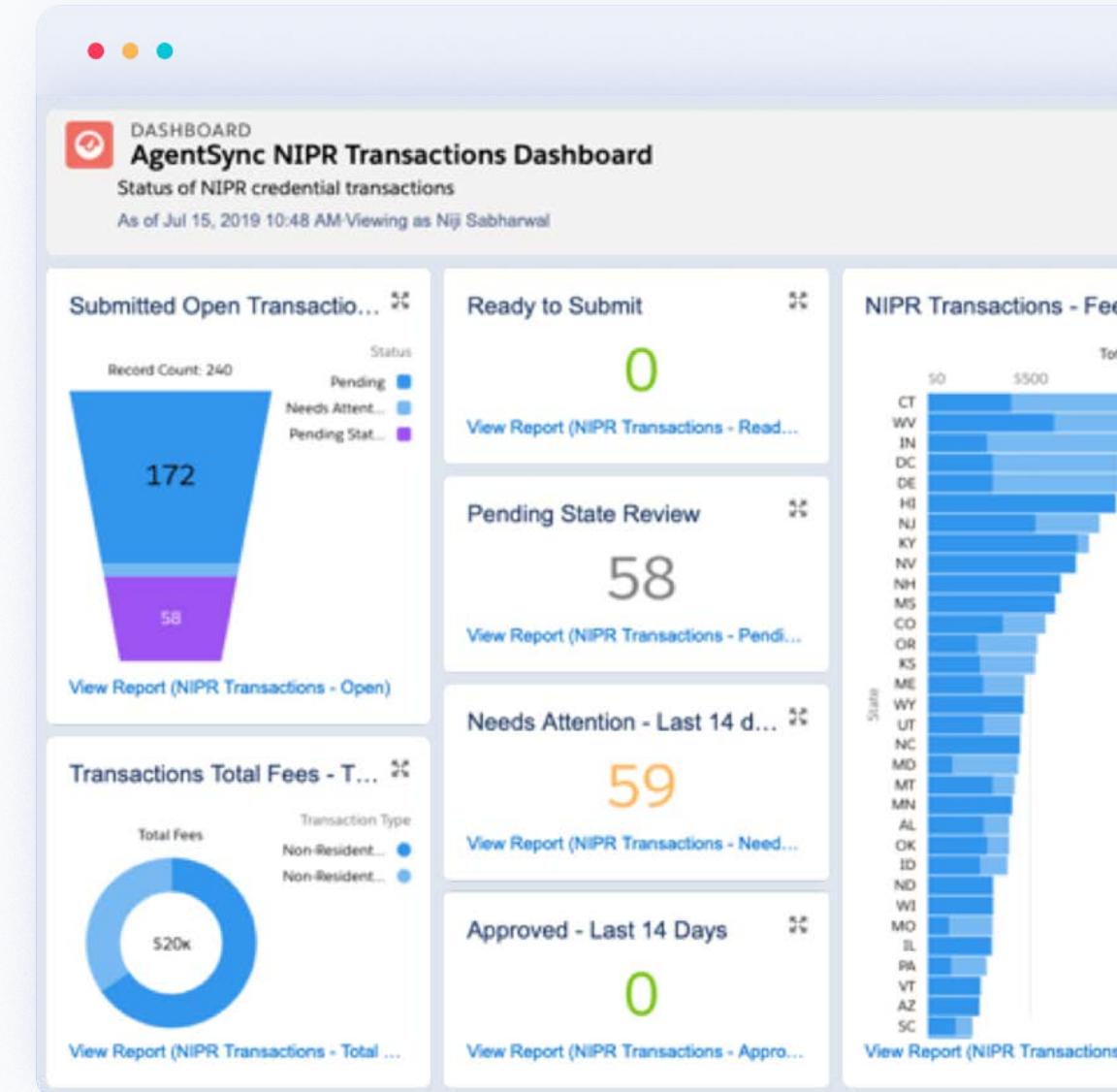
Track, manage, and reconcile fees

Get a consolidated view of your state/NIPR fees & manage NIPR transaction status in one place.

Many states will auto-approve transactions in real-time if they pass state specific business rules. For states that require manual review or for producers with personal background issues - the transaction may be in a "Pending State Review" status until a decision is made.

As credentials are approved in NIPR they will appear in your system via the direct integration and will trigger recalculation of the Compliance Scorecards - completing the remediation life cycle.

For finance teams: AgentSync provides advanced functionality to support monthly accrual activities. Since we know the actual cost of the license/renewal and the effective period (issue date to expiration date) we can help support finance accruals of the expenditure.





Publish Licenses on Your Website

Keep your public facing licenses page on your website up to date with all of your state licenses.

With a few lines of code AgentSync ensures that license info is always up to date through a simple integration to Salesforce.

Many states require insurance agents to include their license numbers on all sales customer interactions. AgentSync makes it easy to comply by simply adding an "Insurance Licenses" link to your agents' email signatures. Every customer will now have easy access to a full list of their licenses.

The laptop screen shows the AgentSync website with a table titled "Insurance Licenses". The table has columns for PRODUCER NAME, STATE, LICENCE NUMBER, LICENCE CLASS, and EXPIRATION. The data in the table is as follows:

PRODUCER NAME	STATE	LICENCE NUMBER	LICENCE CLASS	EXPIRATION
Aisha Sisler	NJ	1234564	Producer - Individual	04/30/2024
Adam Ommaley	GA	1234564	Producer - Individual	04/30/2024
Agelina Simien	NJ	1234564	Producer - Individual	04/30/2024
Anika Jassler	GA	1234564	Producer - Individual	04/30/2024
Ashley Shofner	GA	1234564	Producer - Individual	04/30/2024
Ben Russe	GA	1234564	Producer - Individual	04/30/2024
Aisha Sisler	NJ	1234564	Producer - Individual	04/30/2024
Adam Ommaley	NJ	1234564	Producer - Individual	04/30/2024
Agelina Simien	NY	1234564	Producer - Individual	04/30/2024
Anika Jassler	CT	1234564	Producer - Individual	04/30/2024



A few of our customers

eHealth

HealthCare.com



Lemonade

Managing insurance licensing is an incredibly important part of our business. AgentSync gives us the ability to know we're compliant without having to worry about tracking things in spreadsheets which frequently become out of date. With AgentSync it lives in Salesforce where every producer has access to their own info. It's updated in real time which gives me the peace of mind to run the business as our DLRP.

Matt Plank, VP of Sales



Read all our reviews on the



appexchange



5.0

Average Rating





Data Security & Privacy



Built on the Salesforce® platform & fully reviewed & approved by their security team – your data is as safe as it gets. A full list of Salesforce's certifications can be found [here](#).

Since the AgentSync App integrates directly to NIPR – data is transmitted directly between your CRM \leftrightarrow NIPR.

Once the app is installed AgentSync cannot see your data even if we wanted to. You can choose to give us temporary login access during setup or troubleshooting.

The only data sent to AgentSync is aggregated API usage metrics for billing purposes. You can find our data privacy FAQ [here](#) and our Privacy Notice [here](#).

Thank you for your interest

Don't hesitate to reach out with any questions



Web: agentsync.io

| Phone: (415) 290-6204

| mail: sales@agentsync.io

| appexchange [listing](#)