

December 21st, 2015



Insurance Industry News to Keep You & Your Clients in the Know!

Deadline for ACA Sign-Up Jan 1 Effective Date Extended

The sign-up deadline for a January 1st effective date for Healthcare.gov, or ACA, has been extended to Thursday, December 17th. The extension is due to the overwhelming amount of registrants and “unprecedented” consumer demand according to CEO Kevin Counihan. The last day to sign up for 2016 ACA coverage is January 31st. Signing up by this date will protect consumers from fines and fees for not having health coverage that are rising to \$695 per uninsured person or 2.5% of your annual household income, whichever is higher. [Eldercare Broker](#)

Medicare Standards Delay Bill Heads to House Floor

The House is treating a package of efforts to delay enforcement of Medicare standards as noncontroversial. The House is preparing to consider the package, S. 1347, on Wednesday, using the “suspension of rules” process, according to House Majority Leader Kevin McCarthy. The House uses the suspension calendar to handle matters that House leaders classify as being noncontroversial. [LifeHealth Pro](#)

Research Suggests Gen Y Prefers the Independent Agent

A new day is dawning for the independent agent—and Safeco has the research to prove it. Americans currently aged 19-35—also known as millennials or Generation Y—constitute the only growing generation among U.S. adult consumers. By 2030, they will constitute more than one-third of adults in this country. And they will remain the largest generation until 2042. [ia Magazine](#)

5 Tips to Jump Start Your Sales After the Holidays

Getting back into sales mode can be difficult right after the holidays. Here are 5 tips by Jen & Miranda to get a jump start in 2016!

1. **Keep in touch with your clients-** touch base and make sure they received everything they needed and all is running smoothly with their policies.
2. **Get your mind set for the new year-** develop a plan on how to get new leads, what you plan to spend on your marketing budget, and get ready to start fresh!
3. **Evaluate your past year’s performance-** think about what worked and what didn’t work quite as well for you; consider modifying some of your approaches if needed.
4. **Set new goals-** base some new goals off your previous performance and get ready to achieve!
5. **Make sure you have the most current supplies you need. Call us if you need anything!**

800.777.9322

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