

# What a healthy alliance with a PEO expert looks like

A practical look at how collaborating with a dedicated PEO specialist helps brokers stay the lead advisor.

By Nate Olsen

With more than 500 PEO choices, navigating questions about professional employer organization options can be overwhelming. When businesses ask, “Is it time to partner with a PEO?” or, “Which PEO should I choose?” many health insurance agents feel unequipped to respond. Cases like these are where a partnership with a trusted PEO expert or general agency (GA) can make all the difference.

Dedicated PEO GAs specialize in researching, evaluating and negotiating with HR providers. They understand all the nuances and hidden fees, and they also know what questions to ask. By forming a strategic alliance with a trusted PEO specialist, health insurance brokers can not only protect their own business but also create new sales opportunities.

## How partnerships work

Here’s what a healthy relationship with a PEO expert/GA looks like:

- You are the trusted advisor.
- The PEO expert/GA acts as your back office and conducts all PEO research and analysis on your behalf, which you provide to your clients.



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*is president and CEO of BestFit PEO Solutions, bringing nearly three decades of PEO industry experience to his role.*

- Your PEO expert/GA provides support and assistance throughout the PEO onboarding process, and they also step in to troubleshoot as needed.
- Above all, the focus remains on what is best for the client.

This form of partnership ensures clients do not need to seek support or expertise elsewhere. They remain connected to you, strengthening your role as the primary strategic advisor and adding value to the relationship.

PEO pricing is known for being inconsistent and complex. Similarly sized businesses may receive very different rate quotes from the same PEO. A reputable PEO GA can help by:

- Providing side-by-side compar-

- sons of multiple PEOs.
- Breaking down initial costs and showing how pricing may change over time.
- Negotiating highly competitive rates by leveraging industry knowledge and established relationships.

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## Consulting over selling

A good PEO expert/GA works collaboratively with their broker counterpart to identify the best PEO match for your client, recognizing that different businesses need different PEOs. And, niche solutions might be the best route, such as PEOs custom-built to serve health-care professionals, construction companies or multi-state or multi-country businesses.

When an insurance broker collaborates with a PEO expert/GA, everyone benefits. The insurance broker preserves client relationships and introduces new services. The PEO specialist expands sales and cultivates long-term relationships, and the client receives expert consulting and customized solutions.