

# Drive New Business Growth!

## HEALTH NET OFFERS NEW SALES GUIDELINES FOR THE AUTO DEALER MARKET

*If you're looking for a new way to grow your business, Automobile Dealers are a great place to start. Why? Because experts forecast huge job growth in this sector due to Californians' love for cars!*

In the past, sales to this market have been challenged by Health Net's participation requirements, but we are working to change that. Our revised guidelines help open the door for you to create a strong sales foothold in 2022!

Key selling points for our Automotive Dealer clients include:

- ✓ **Current rates nearly 30% lower** than our total book of business (BOB) average
- ✓ Yearly rate increases, on average, **below market trend**
- ✓ Offering second-year **rate caps for Auto Dealer Market**
- ✓ **Retention rate** is higher for auto dealers than our broader BOB

Our plans include **tailored networks** that feature:

- ✓ **Competitive terms** for initial groups
- ✓ **Relaxed membership rules**, compared to other carriers
- ✓ Opportunities for aggressive **slice strategies** and more

Plus, our seasoned Account Management team understands the unique needs of this market. They can provide you with know-how and insight to help fuel your success.



### Call us

If you have questions or would like more details about this unique market, contact your Health Net sales rep or account manager.

<sup>1</sup><https://www.zippia.com/advice/automotive-industry-statistics/>

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### How to get a Health Net quote for your Automotive Dealer groups

Submit the information below to us and we'll compile a quote based on their business needs:

- Employee census
- 3-year carrier history
- 3-year plan design history
- 3-year rate history
- Most recent available renewal

Submit information to  
[HNLargeGroupQuotes@healthnet.com](mailto:HNLargeGroupQuotes@healthnet.com)

Turn around time for complete quote requests is typically 5 days or less.