# Frankenmuth Insurance Presents ‘MichBusiness’ Group Opportunity for Michigan Agency Partners

Frankenmuth Insurance would like to encourage its agency partners to take advantage of the discounts and marketing opportunities available through our unique group and affinity programs.

Among several group options, we’re pleased to have partnered with MichBusiness (powered by the Michigan Business and Professional Association), an organization dedicated to supporting and helping small businesses across Michigan by providing members with access to business resources, leadership training, peer groups, educational programs, and networking events.

Through this partnership, current and prospective Frankenmuth Insurance customers can take advantage of an annual “Trailblazer” membership at a discounted rate of $120 for their first year, as well as exclusive discounts through MichBusiness such as savings on fleet fuel expenses, office supplies, credit card sales processing and equipment, college tuition and more.

Here’s what you need to know:

**Group Information Overview**

- CL Group #424
    - **Eligibility** – “Trailblazer” membership in good standing
    - **Discount** – 8% (BA, BOP, CPP and WC)
    - **Commission** – Full commission
- PL Group #425
    - **Eligibility** – “Trailblazer” membership in good standing — *PL Group discount extends ONLY to the business owner. Employees are not eligible.
    - **Discount** – PA 12% and HP 11%
    - **Commission**
        - Auto – Class A: 11%, Class C & D: 7%
        - Home – 12%

**Membership with MichBusiness**

Use these steps to help your clients sign up and take advantage of the MichBusiness membership:

1. Visit https://michbusiness.com/about/membership/
2. Create a user account
3. Select the “Trailblazer” membership option
4. Enter coupon code **FMINS** to receive membership discount
5. Select “Apply” to finish the application process

Please note that an annual “Pathfinder” membership is also available at no cost, though our group discounts will not extend to this option.

**Sales/Marketing Materials**

Click below to view MichBusiness marketing materials and sales resources:

- MichBusiness Commercial Lines Client Overview
- MichBusiness Personal Lines Client Overview
- MichBusiness Member Benefits
- About the Trailblazer Membership

In addition, Trailblazer members can visit the MichBusiness website to view the Business Champions page located under the About Tab and learn more about Frankenmuth Insurance, then find a local independent agency partner at fminsdev.wpengine.com or see if they are currently insured with one.

We hope these exciting opportunities through our group programs make it even easier for your agency to do business with us. To reference the discount and commission rates for this group, as well as our complete list of group program and discount opportunities, please visit the Group Information section via the Marketing Tab located under Resources in iBIS.

For questions, please feel free to reach out to your field manager or underwriter.