Group Opportunity for Our 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, educational programs and networking events.

Through this partnership, current and prospective policyholders can take advantage of an annual "Trailblazer" membership at a discounted rate of $120 for their first year.

Trailblazers also receive exclusive discounts through MichBusiness – many offered right in their communities – 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
    - o **Eligibility** – "Trailblazer" membership in good standing
    - o **Discount** – 8% (BA, BOP, CPP and WC)
    - o **Commission** – Full commission
- PL Group #425
    - o **Eligibility** – "Trailblazer" membership in good standing
    - o **Discount** – PA 12% and HP 11% – ***PL Group discount extends ONLY to the business owner. Employees are not eligible.**
    - o **Commission**
        - – Auto: Class A: 11%; Class C & D: 7%
        - – Home: 12%

To reference the discount and commission rates for this group, as well as additional PL and CL groups offered in Michigan, please visit Marketing Materials under Agency Services on our website.

Membership with MichBusiness

Agency partners are encouraged to use the following steps when walking clients through the sign-up process:

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. Frankenmuth Insurance will work with MichBusiness to verify and track membership.

Sales/Marketing Materials

We strive to provide you with resources to help your agency sell our group program benefits to current and prospective clients. Click below to view and download MichBusiness marketing materials and sales resources:

- MichBusiness Commercial Lines Client Overview
- MichBusiness Personal Lines Client Overview
- About MichBusiness
- MichBusiness Member Benefits
- MichBusiness: Thrive Affinity Groups

In addition, links to the fmins.com “Find an Agent” locator are available on the MichBusiness website, which will assist members in finding agency partners or to see if they are currently insured through a Frankenmuth Insurance agent.

We hope these exciting enhancements to our group programs make it even easier for your agency to do business with us.

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