



Benefit Broker Partner Guide

Payroll and HR solutions that grow brokers' book of business – not compete with it

Human Capital Management that Helps Grow Your Book of Business

Your clients seek out your advice on how to run a successful company. You're one-part human capital strategist and another part compliance specialist. Your clients want your advice; you want to help them grow and deepen your relationship.

Why Partner with Asure?

Our Systems and Services Portfolio Becomes Yours

Asure's streamlined cloud-based software offerings include solutions for processing payroll, filing taxes, tracking time and attendance, managing employee recruitment and onboarding, and administering benefits. Asure's HR consulting services provide tactical and project-specific guidance for companies, as well as fully outsourced HR.

We Protect Your Business – Not Compete with You

We're not a PEO or workers' comp broker. You keep and manage your book of business and remain their broker of record. We also provide valuable reporting options to help secure your status as Broker of Record.

We Provide You an Additional Revenue Stream

Your clients are buying payroll and HR services from someone. The question is, is that vendor helping you grow your business? Our mission is to help your clients grow their businesses so you can grow yours, without competing against you. Our Broker Partner Revenue Share increases your profit while you gain a competitive marketplace edge.

We Include Complimentary Access to our HR Online Library

Get access to an easy-to-use and extensive resource library that covers everything from healthcare reform to state employment laws, maintained by a team of staff attorneys who are experts in federal and state HR laws. Provide additional value to your clients with this knowledge base of HR forms, templates, and information.



Asure Focuses on Payroll and HR So Your Customers Can Focus on Growth

Payroll and employee benefits are your customers' largest expenses. Doesn't it make sense to refer them to a provider that specializes in small and mid-sized businesses?

Why Do Customers Prefer Asure?

Localized, Dedicated Service Team

Asure's Centers of Excellence set us apart from other payroll and HR providers. Asure customers work with a dedicated account team in a hub close to their location so they can work one-on-one with someone who understands their business and their market.

Provider of Choice for Small Businesses

As a publicly traded company with more than 60,000 clients, Asure is big enough to have the financial security, infrastructure, and process controls to give your customers peace of mind. Because most of our customers are small and medium-sized businesses, we understand their passion and feel their pain. We sweat the details because we're an extension of their team.

Secure, Auditable, and Compliant Technology

By working with Asure, your customers can have peace of mind in knowing that their payroll, taxes, and HR are 100% compliant. Asure's solutions are highly secure and regularly audited. Automating and outsourcing human capital management saves time and money so your customers can focus on growing their business without worrying about compliance.



Asure's Solutions for Your Clients

Asure's solutions help simplify HR complexity and optimize every step along the hire-to-retain lifecycle — no matter the size of the workforce.

Payroll & Tax

- **100% compliant payroll taxes:** We maintain federal, state, and local rate tables and file taxes on customers' behalf.
- **General Ledger integration:** No manual data entry with GL integration to customers' accounting system
- **Managed garnishments:** Save time, cut postage, reduce banking fees, and limit liability
- **Employee self-service:** Eliminate paper and manual processes while improving employee engagement
- **ACA compliance and reporting:** Automate compliance requirements with the Affordable Care Act



Human Resources

- **Applicant tracking:** Find key talent that's buried in a stack of resumes
- **Employee on-boarding:** No more manual data entry or paper for new hires
- **Benefits enrollment:** Automate the data while improving the experience
- **Electronic document management:** Stay compliant with e-signature options and safe, secure storage of all essential HR paperwork
- **Employee self-service:** Happier employees and less paper for HR

Asure's Solutions for Your Clients

Time & Attendance

- **FLSA & Overtime Compliance:** Consistent enforcement of pay policies and application of pay rules
- **Manage by exception:** Stop reading every timecard and only deal with the exceptions
- **Time-off management:** Time off requests and approvals streamlined to keep managers working
- **Error-free processing:** Automated pay rule calculation for fast, accurate payroll processing
- **Time collection flexibility:** Time tracking that fits customers' needs- mobile, laptop or desktop, badge-reader, and biometric



HR Services

- **HR Online Library:** Access to up-to-date compliance information and invaluable HR tools
- **HR Hotline:** On-call support from HR experts for tactical support
- **HR Help Team:** Project-specific guidance and personalized support from a team of HR experts
- **Fully outsourced HR:** Cash-smart way to operate a HR department
- **Labor Law Compliance Posters:** Stay compliant with labor law posting requirements

Asure's Solutions for Your Clients



Payroll Tax Management

- > **PayTax Plus:** A full-service payroll tax processing solution
- > **FlexTax:** Cloud based software that integrates with your payroll platform
- > **FlexTax Direct Bank:** Payroll tax compliance that lets you manage your funds

Employer Plans

- > **COBRA:** Protect your bottom line by outsourcing this complex administration function
- > **Reimbursement Benefit Plans with Debit Card:** Attract employees with competitive benefit plans and let Asure handle the compliance and management of your FSA, HSA, HRA, Transit & Parking benefits. Maximize benefit plan participation with this card that can offer multiple reimbursement accounts.





Asure Provides Workers' Comp Reporting to Simplify Your Life

For your clients with workers' compensation insurance policies, Asure can provide third-party reporting services to support pay-as-you-go policies. Maintain your Broker of Record status with valuable reporting that helps you provide an exceptional level of service.



Quickly view:



Employees'
hours worked



Rates of pay



Premiums calculated
for the pay period

To begin reporting services, ask your customer to contact their Asure CSR and request the third-party workers' compensation reporting option to be added to their account.

About Asure

Asure is a publicly held, national provider of payroll software and outsourced payroll, tax, and HR services operating since 1985. We have over 60,000 small and medium-sized business clients. We know what type of support and products small businesses need and offer it at the most competitive rates.

www.asuresoftware.com

