

# StaffMarket

## Marketing the PEO Industry

Our objective is to be the leading marketing organization for the Professional Employer Organization (PEO) industry. We are constantly striving to educate business managers about the value a PEO relationship can bring to their company and we actively market the PEO concept to a broad range of business types throughout the USA and Canada.



## Growing Your PEO

Profitably expanding the client base for your PEO is an expensive proposition and StaffMarket is here to help. StaffMarket is the nation's oldest and largest PEO brokerage. We assist prospects in preparing a Request for Proposal (RFP) that contains all of the data required to understand the "sales drivers", propose the prospect and write the account. StaffMarket prospects:

- ? **Are educated about the value of a PEO relationship.**
- ? **Are pre-qualified by StaffMarket.**
- ? **Are targeted to the markets you specify.**
- ? **Want your proposal.**

***If your PEO is ready to expand into new territories, focus your target markets and save money on business development cost, StaffMarket is your partner.***

## The StaffMarket RFP Process

StaffMarket matches each prospect with the target market profiles of each StaffMarket registered PEO. Our matching process provides you with RFPs only for prospects that match the criteria you establish. You can focus your sales efforts on targeted prospects by size, location, SIC code, services, benefits and other criteria that *you* define. A StaffMarket RFP tells you exactly what services the prospect is expecting and will usually provide a Workers' Compensation loss history and a benefits census when required. Full RFP information is always available at StaffMarket.com and we automatically notify you when we have a prospect that matches your criteria. Our website provides you with your own login area and a complete customized facility to view RFP details and schedules. If you decide to make a proposal, it goes directly to the prospect. StaffMarket does not manage pricing information and does not handle your proposal. To maintain our objectivity, StaffMarket does not recommend any PEO over another.



## StaffMarket Fees

We believe in "win-win" - when you win the business, we earn our fee...that is what a partnership is all about. *There are no membership fees and never*

*a fee to propose a StaffMarket RFP. StaffMarket fees are paid by your PEO only when your PEO has successfully written the account. Each RFP is priced individually and fees are based on the prospect's size and annual payroll and are noted on the RFP. Each participating PEO pays the same fee so a level "playing field" is ensured. Please call StaffMarket for details.*

**"There's no easier way to reach new clients than StaffMarket."**

## Lets Get Started!

To start getting RFPs from StaffMarket, simply contact us and we will assist with our registration process. If you have any questions about our service, please call us.



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