



We are excited to announce our reorganization and rebranding as gente , an employee benefits and HR Solutions company which will help you generate more revenues from your employer group clients.

Since 1991, you've known Benefit Tax Link as your partner for FSA, HRA, and COBRA Administration. Over recent years we've added HSA, ERISA Compliance, and PPACA Employer Reporting to our portfolio as well. What you may not have known is that we've had a sister company providing HR outsourcing and consulting as well as payroll services this whole time. The complexities of today's regulatory environment surrounding benefits and employment means that your clients need holistic solutions in Employee Benefits and Human Resources.

Our new brand and organization is designed around one idea - strengthening relationships through those comprehensive solutions.

What does this mean to you?

- **Opportunities to provide even more effective benefits solutions to your clients.**
- **Tools to attract new clients and retain your current clients.**
- **Help bringing groups out of PEOs, as well as simplifying compliance obligations.**

gente will help you make this happen.

Thank you for being a valued broker partner, for all your business and loyalty over the years. Now we can work together even more to help both our businesses flourish.

If you have any questions on this announcement, the rebranding, or how we better work together, give us a call.

Visit our new website to learn more. www.gente.solutions

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