

How to Register for SHOP

Small groups can enroll in SHOP at any time of the year, so there's still time to register for SHOP and sell coverage to your small group clients for plan year 2018!

[Register online to help clients enroll in SHOP health and/or dental plans.](#)

You must register with SHOP and be authorized by your clients to help them with SHOP coverage.

Register to sell SHOP coverage

1. Log in to, or create an account on, the [CMS Enterprise Portal](#) and go to the “MLMS Profile” page.
2. Select “Yes” for “Are you a SHOP Agent/Broker?”
3. Select “Yes” for “Please select your preference regarding the display of your contact information on SHOP.”
4. Click the “Save/Update” button on your profile.
5. Sign the SHOP Privacy and Security Agreement.

Register Today!

Remember: There is a new enrollment process for SHOP plans starting in 2018. Small businesses will enroll either with the help of an agent or broker or by contacting their insurance company. They won't enroll through HealthCare.gov.

Already registered to sell SHOP coverage? Make sure you are prepared to help small group clients complete the new [SHOP Eligibility Determination Form](#) and to answer any questions they may have about qualifying for SHOP coverage.

Questions about registration? Contact the Marketplace Learning Management System (MLMS) Help Desk at MLMSHelpDesk@cms.hhs.gov.

Thank you,

The SHOP Team