

Act Now: Finish Your Registration

Congratulations! You recognize the value of selling Marketplace plans. Now it's time to finish the registration process so small business employers can find you to sign up for SHOP Marketplace coverage.

Follow these 5 simple steps to complete SHOP Marketplace registration:

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

Be sure to complete your registration using the steps outlined above so small business employers can find you in the SHOP Marketplace.

Remember, if small business employers can't find you, you won't be able to assist them in the SHOP Marketplace. [Don't miss out](#) on this important Marketplace selling opportunity!



Get Started

Have questions about the registration system? Contact the MLMS Help Desk at MLMSHelpDesk@cms.hhs.gov. Also, contact the SHOP Call Center at 1-800-706-7893 (TTY: 711) weekdays from 9 a.m. to 7 p.m. ET. *Please note, the SHOP Call Center will be closed on January 2.*

Thank you,
The SHOP Marketplace Team
#SmallBiz #GetCovered