

# Agents & Brokers: Selling in the Marketplace

HealthCare.gov

## Your Weekly Update

The **Marketplace Weekly Digest** is your weekly update on the Marketplace, including announcements and important dates and deadlines for agents and brokers.

### What's New This Week

- When new consumers fill out a Marketplace application, they need to provide specific information to verify their identity before they can enroll. [Get more information on ID proofing here.](#)
- [Click here](#) to learn about the changes to the Small Business Health Options Program (SHOP) for plan year 2018 and beyond. Go to pages 10-11 for specific information about SHOP.

### Your Help Is Needed!

- Your help is needed all year! Consumers can qualify for a [special enrollment period \(SEP\)](#) and enroll in Marketplace coverage outside of Open Enrollment if they experience certain qualifying life events.
- You play a crucial role in educating small groups about their coverage options and assisting them with [SHOP](#) coverage.

## Plan Year 2018 Registration and Training.

- Before you can assist consumers, you'll need to [start plan year 2018 Marketplace registration and training](#).
- If you've already started Marketplace registration and training, [click here](#) to finish.