



Just concentrate 100% of your time  
at what truly makes you money.

# SELLING!

Becoming a PEO Professionals Platinum Broker will provide you the opportunity to streamline your brokerage, by taking advantage of PEO Professionals buying power and support system. Our program will afford you the necessary tools and technology to concentrate your efforts at building relationships, adding clients, and ultimately becoming more profitable.

Whether you are contemplating becoming an independent PEO Broker or presently own your own brokerage and would simply like to increase profits, by reducing overhead and increased commissions, becoming a Platinum Broker with PEO Professionals is the answer. We can do away with the unknowns of starting a new brokerage, not to mention the headaches of managing all the back office and support your new clients will need. PEO Professionals not only offers a solution but a very profitable alternative.

## Key Advantages of Joining PEO Professionals Platinum Broker Alliance

The advantage you are afforded by becoming a Platinum Broker, is through the lucrative contracts PEO Professionals has and is able to negotiate, due to our size and respected reputation. Other advantages include:

- Leads provided weekly.
- Higher Commissions.
- Immediate quotes and underwriting.
- Ongoing marketing on your behalf to prospects in an effort to build your business.
- Consistent ongoing support.
- Partnering with an industry leader.

*Partnering with PEO Professionals has provided me the opportunity to concentrate all of my efforts on selling. I bypassed all the pitfalls and headaches associated with running a PEO Brokerage. This is truly how a partnership works. – Lisa Denoto, Platinum Broker.*



# PLATINUM BROKER ALLIANCE

Feeling like you are on an island is great when you are on vacation but when you are a PEO Broker it can mean the difference between success, getting by or worst yet, failure. By joining PEO Professionals as a Platinum Broker you will be afforded the many key ingredients that make a PEO Professionals Platinum Brokers successful.

## Platforms of Success

1. A partnership with a well respected industry leader with a wealth of knowledge to better help your brokerage concentrate its core efforts, **sales**.
2. Leads provided to your brokerage on a weekly basis from our telemarketing department and other proven efforts we employ.
3. Access to PEO Professionals technology platform. Providing your brokerage the advantage you need to get the deals through on the spot quoting and quick to immediate underwriting approval, as well as client management software.
4. Higher commissions through the exclusive contracts PEO Professionals has negotiated, with nationally well respected and financially strong PEO's.
5. Consistent and ongoing marketing on your brokerage or agency's behalf.
6. A streamlined system for your brokerage or agency through our paperless technology platform that will enable you and your staff greater ease in managing its growth and customer service efforts.
7. PEO Professional's commitment to making your brokerage/agency a successful partner.
8. A relentless but methodical approach we have for upgrading our system in an effort to keep our Platinum Brokers ahead of the competition and continue to streamline their operation.
9. Ongoing support and training to your brokerage.

*Being in the Professional Employer Organization (PEO) Marketplace for 18 years has enabled me to understand the needs of many types of employers, so when I decided to open my own company and become an independent broker for the PEO industry 6 ½ years ago, I quickly realized that I had a huge need that wasn't being addressed by my own company. I was now just a small cog in the big wheel of PEOs: trying to negotiate terms and commissions; competitive pricing; and over the top service for my own PEO clients. I needed more the leverage to become the company I envisioned and PEO Professionals was the solution! They became my back office, developing and maintaining valued relationships with qualified PEOs nationally and assisting me in faster turnaround time for quotes, an online system that allows me to quickly update and backup all of my company clients, leads and working prospects. This has enabled me to focus on what I needed to do which was selling the concept and services of a PEO and tailoring it to the needs of each individual client. With the amazing assistance and support of PEO Professionals, I now own and manage two offices - one in Orlando and one in Ormond Beach, Florida. I highly recommend PEO Professionals to anyone interested in providing first class service and turnaround times in this exciting, but highly competitive field.*

– Laura A. McGuinness-Rutledge  
Connecting Solutions, Inc.  
PEO Professionals Platinum Broker



# PEO Professionals has maintained an unsurpassed commitment to **CLIENT SATISFACTION**

- \*2001** PEO Professionals was founded by T. Michael Rosier.
- \*January 2003** Ralph Mencia joins Mike Rosier as a partner in PEO Professionals.
- \*2005** PEO Professionals has successfully placed over \$300,000,000 in payroll since inception.
- \*2006** Ralph Mencia becomes President and CEO. By the end of 2006 PEO Professionals is paying ongoing commissions to over 120 brokers and independent agents
- \*2007** By the end of 2007 PEO Professionals has paid out over \$28,000,000 in commissions to brokers and independent agents
- \*2008** Greg Craddock becomes a partner of PEO Professionals after many committed years of service to the organization.
- \*2009** PEO Professionals has successfully placed over 1200 clients with the PEO that best fit their needs.

## **RALPH MENCIA (PRESIDENT AND CEO)**

Ralph first entered the PEO industry as the first franchisee owner for Professional Employee Management, (PEM, Inc.). After the sale of PEM, Inc to Wackenhut Corporation, Ralph was able to negotiate the transfer of his book of business from his franchise to American Employee Leasing where he partnered with Mike Rosier and other key individuals. Ralph was successful in his role to grow the Jacksonville market for American Employee Leasing. After the sale of the company to Global Axxess, Ralph joined Atlantic Professional Employers in Jacksonville, Florida where he was instrumental in the companies growth and ultimately its sale to its present owners. Ralph's closely matched core values with Mike's prompted him to begin representing PEO Professionals in 2002. Due to his dedication, integrity and work ethic he became a partner at PEO Professionals in 2003. In 2007 Ralph went on to take over the reins and is presently the company's President and CEO.

## **T. MICHAEL ROSIER (FOUNDER/CHAIRMAN OF THE BOARD)**

PEO Professionals was founded by Mike Rosier in 2001. Mike has been involved in the PEO Industry for over 25 years in many different capacities. Mike entered this industry by servicing the workers compensation needs of PEO's by providing them with the workers compensation coverage's that best positioned the PEO's to derive a profit when he was at POE & Associates in Tampa. He later went on to PEM, Inc a large PEO based in Bradenton as Vice President of Sales, this company ultimately sold to The Wackenhut Corporation. Mike went on to become a partner at American Employee Leasing a PEO headquartered in Pensacola, Florida. American Employee Leasing grew to be a very profitable and respected company in the industry. After the sale of American Employee Leasing to Global Axxess, Mike decided to call on the industry relationships he had built over the years to create a PEO Brokerage with the foundations built on hard work, industry knowledge, integrity and an unsurpassed commitment to the PEO's that PEO Professionals represents, our brokers and most importantly the client.

## **GREG CRADDOCK (VICE PRESIDENT)**

Greg has worked with PEO Professionals since 2002. He started as an active independent broker with PEO Professionals, and saw the value that was building and the innovative way PEO Professionals was changing the brokering business. Greg's dedication and commitment to the company grew and he became a partner in 2008. He has over 14 years experience in the PEO business as a salesperson. As a licensed insurance agent, Greg worked for an independent agency, assisting with PEO sales, as well as traditional P&C coverage. He has a Marketing degree from Southern Miss and an MBA from UNF.

