**NABIP TV PSA — Anchor Spot (30 Seconds)**

**Title:** *“The NABIP Difference”*

**Opening Scene – 0:00–0:05**
*Visual:* Fast-cut montage — agents shaking hands, reviewing plans with clients, answering phones.
*On-Screen Text:* “NABIP – National Association of Benefits and Insurance Professionals”
**Voiceover (confident, direct):**

"Not all brokers are the same. NABIP brokers are experts, advocates, and always on your side."

**Scene 2 – 0:05–0:15**
*Visual:* Agent listening intently to a client, pointing out plan details, and offering guidance.
*On-Screen Text:* “Trusted Guidance • Clear Answers • Local Experts”
**Voiceover:**

"We help you understand your choices, match coverage to your needs, and make sure you get the care and protection you deserve."

**Scene 3 – 0:15–0:22**
*Visual:* Montage of real-life help — agent resolving a claim on the phone, a small business owner shaking hands, a family smiling in relief.
*On-Screen Text:* “Year-Round Support”
**Voiceover:**

"We’re with you long after you enroll — solving problems, protecting your coverage, and giving you peace of mind."

**Closing Scene – 0:22–0:26**
*Visual:* NABIP logo and [Find an Agent](https://nabip.org/looking-for-an-agent/find-an-agent) on-screen.
**Voiceover (confident close):**

"NABIP — Your health. Your coverage. Your advocate."

**Local Member Tag – 0:26–0:30**
*Visual:* Member on camera, smiling and direct.

**NABIP Member:**

"I’m a NABIP member in [City, State]. My agency is [Agency Name], and we specialize in [Type of Coverage]. I joined NABIP because [short personal reason]."