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**Consumers, Employers Can Utilize Personal Attention of an Agent**

(City, State) – With the October 1 opening of the exchanges and marketplaces across the country, individual consumers and employers are trying to navigate and learn how to operate the new websites and call centers. Many are finding that they have access to the same type of information all along through health insurance agents.

The new marketplaces offer the advantage of shopping for rates and benefits available in the consumer’s area. For decades, professional insurance agents have provided this same function along with additional personalized services.

Many members of the Chapter Association of Health Underwriters (XAHU), who are also licensed health insurance agents, have special education and training to represent the exchange products as well as private health insurance market plans.

“Our members receive unique training and the most up-to-date information about healthcare reform,” said XAHU president First Last. “Professional health insurance agents have the information consumers need to make the best decisions about health insurance for their families and businesses. We want to help make enrolling in a healthcare plan as simple and rewarding as possible.”

American individuals, families and businesses can benefit from utilizing a professional insurance agent to shop both the new exchanges and the private market with no additional increase to their rates.

“Insert a quotation from a client about how their insurance agent has helped them,” said First Last, a resident of City.

To find a professional insurance agent in your area, go to www.NAHU.org and click the “Find an Agent” feature.

The National Association of Health Underwriters represents 100,000 professional health insurance agents and brokers who provide insurance for millions of Americans. For more information, please call *(insert contact name, phone number and email address).*

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