



## The Bottom Line Isn't the Bottom Line: Understanding the Value of Employee Benefits

Cost is something at the forefront of every business owner's mind. Whether you're building your initial business plan or budgeting for your next year of growth, you may have a target expense already in mind when it comes to providing your employees with insurance benefits...but have you taken all of the factors behind the quotes you're getting into account? The long term provisions of employee benefits—for company and employee—as well as the information behind the price tag on the premium are all things you need to know to make an informed decision about the best benefits packages for your company.

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