

Broker House Campaign 2026 TOFU emails

(Careington and DC branded)

Email 1

SL: Top broker houses are winning — and you can too.

Hi [First Name],

Want to know how leading broker houses stay competitive? By offering modern, innovative solutions that employers are looking for, but haven't found yet.

Careington is focused on cost-containment strategies through our diverse selection of products and services, including:

- 150+ money-saving solutions that appeal to employees from any generation, including dental, virtual care and weight management
- Available year-round for all employee types

Reply to this email or grab a time on my calendar using this link [HubSpot Scheduler Link] to have a quick chat about how [Broker House] can partner with Careington and refresh your benefits offerings.

Email 2

SL: Need to add cost-effective benefits to [Broker House] offerings?

Hi [First Name],

Producers at broker houses differentiate their portfolios using Careington and DialCare's money-saving solutions, and you can too. Just a fraction of our 150+ money-saving products and services include:

- Significant savings on prescriptions, plus some free medications
- Access to in-demand virtual care, including mental health services
- Competitive discount and PPO dental networks

These options are simple to roll out and easily resonate with employees – helping [Broker House] stay competitive. Reply here or schedule a quick call using this link [HubSpot Scheduler Link].

Email 3

SL: Stay competitive with our PPO dental networks.

Hi [First Name],

Did you know Careington owns and operates some of the largest dental networks nationwide? We seamlessly deliver several PPO and discount dental solutions tailored to the needs of our clients, making dental care more accessible.

Our network advantages:

- Stacked network solutions
- Transparent and minimal fee schedules that are locked for 3 to 5 years
- Leasing opportunity for your clients' self- and level-funded dental plans

Our dental networks aren't our only dental solution! We also offer in-demand virtual dental care through DialCare Teledentistry to enhance any benefits offering.

Explore how [Broker House] can leverage this advantage. Reply here or book a time with my calendar link [Insert HubSpot Scheduler Link].

Email 4

SL: Looking for virtual health solutions? We're your one-stop shop.

Hi [First Name],

Your clients are demanding more than traditional insurance.

You can diversify your benefits offerings to meet the growing needs of your clients with DialCare's technology-driven solutions. Our in-demand virtual health services connect individuals to licensed providers nationwide through a user-friendly platform.

DialCare's solutions include:

- **Physician Access:** includes Urgent Care and Virtual Primary Care for short- or long-term issues
- **Mental Wellness:** includes Therapy and Psychiatry
- **Teledentistry:** 24/7/365 access to treatment for oral health issues
- **Virtual Vet:** 24/7/365 guidance and advice for pets

Let's set up a quick call to discuss how [Broker House] can benefit from DialCare solutions. Reply here or use my calendar link [Insert HubSpot Scheduler Link].

Email 5

SL: Need innovative benefits that span generations? Partner with us.

Hi [First Name],

Today's brokers need benefit solutions for their clients supporting a multigenerational workforce. Careington and DialCare can be your one-stop shop for solutions that employees of any age will appreciate.

Here's a few examples of in-demand products that can add value to any employers' benefits offerings:

- Weight management
- Virtual care
- ID theft and protection
- Healthcare advocacy
- Pet care

Let's connect so [Broker House] can see how these solutions fit into a competitive benefits strategy. Reply here or grab a time using this link [HubSpot Scheduler Link].