



MEMBER GUIDE

A Comprehensive Overview



2025-2026

The National Business Benefit Alliance (NBBA) is dedicated to boosting small businesses, and our 2025 Member Guide reflects this mission. We recognize the crucial role small businesses play in our economy and communities and commit to equipping them with the necessary resources and support for success.



Table of Contents

Table of Contents	1
Welcome to Your Affiliate Benefits	2
Common Questions	3
Free Services	
Free Business Education	4
Free Consulting	6
Free Website	8
Free Local Listing	10
Free Referral Network	12
Paid Services	
Discounted Payroll	14
Tax Preparation Services	16
Custom Web Development	18
Custom Logo and Branding	20
SEO Services	22
Insurance Services	24
Common Requests	26



WELCOME TO YOUR

2025 AFFILIATE BENEFITS

The National Business Benefit Alliance proudly offers you and your eligible family members a comprehensive and valuable benefits program for 2025-2026. **NBBA is dedicated to providing solutions to the challenges facing small business owners.** We have developed a unique benefits package that gives our members exclusive access to custom-tailored services designed with their individual needs in mind.

We understand that when you have a dream to share with the world, the logistics of running your own company may seem daunting and insurmountable, potentially killing your idea before it ever has a chance to take flight.

At NBBA, we understand the dynamics of running a company, and we have developed a tailored solution that is designed to expedite your company's success.

Your business's success is our mission, and we will strive to make sure you are getting the support and motivation you need to build the company of your dreams. You are the captain of your ship, and we are here to help fill the gaps and offer guidance to help you reach your destination. We encourage you to use this guide to educate yourself on the benefits available to you, your family, and employees.

**FREE
BUSINESS
EDUCATION**

**FREE
BUSINESS
CONSULTING**

**FREE
ONE-PAGE
WEBSITE**

**FREE
LOCAL
LISTING**

**FREE
REFERRAL
NETWORK**

Page 4

Page 6

Page 8

Page 10

Page 12

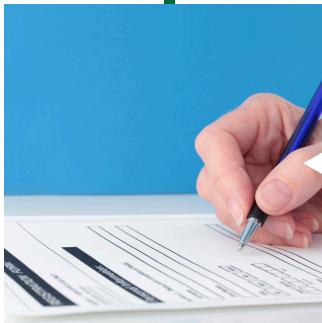
COMMON QUESTIONS



Am I Eligible?

Membership is limited to:

- Small business owners
- Active businesses with no more than 49 employees
- Employees of enrolled businesses
- Businesses must be registered in the U.S. (excluding NY and MA)
- Documentation required: license, articles of incorporation, etc.



How Can I Enroll?

To become a member of NBBA, you must complete the enrollment form and submit your one-time enrollment fee of \$99 along with your first monthly membership dues of \$24.95. Enrollment can be completed through your NBBA representative or via the official NBBA website. After your payment is processed, you will receive a welcome confirmation and gain access to the NBBA member portal where all benefits and resources can be managed. Monthly dues will be billed automatically to your chosen payment method to ensure continuous access to services.



When Can I Enroll?

Prospective affiliates can enroll at any time and if enrolled before the 15th of each month, benefits will take effect on the first day of the following month. Contact your local NBBA representative to enroll.



How Do I Access My Benefits?

Benefits can be accessed through the affiliate back office or by contacting your local NBBA representative. You will be able to sign up, receive quotes for discounted services, and access the free NBBA benefits through the affiliate back office.



FREE

BUSINESS EDUCATION

The National Business Benefit Alliance understands the complexities of running your own business. Whether you have a large corporation or a small business with one or two employees, NBBA will provide helpful resources for generating more revenue and keeping more of what you earn.

You now have access to courses on vital subjects from payroll to marketing, and you can even earn a certificate of completion.



Have Access to Our Virtual Library of Business Education Resources at Your Fingertips

EXPAND YOUR HORIZONS



Step 1: Log into your back office



**Step 2: Click on the button titled
“Business Education”
your back office**



**Step 3: Explore the various
training videos and materials**



FREE **CONSULTING**

As a member of NBBA, you have access to one of our dedicated consultants who is committed to helping small businesses like yours thrive. Our consultant will guide and support you every step of the way — from planning and implementation to education.

Each member business is assigned their own personal consultant who offers guidance, resources, and answers questions on a wide variety of topics related to running a profitable business, and takes a personal interest in helping you succeed.

Our comprehensive consulting services include:



Developing a customized business plan



Identifying unique marketing strategies



Cultivating essential skills for becoming a successful business owner

To take advantage of this invaluable resource, simply contact our office to schedule your appointment.

Please note that while our consultant provides guidance on many aspects of running a business, we do not offer legal advice or consulting services for legal documents, tax issues, or other legal matters. Don't miss out on this opportunity to unlock your business's potential. Join NBBA today.



**Get Expert Advice.
Call Today! (888) 952-6247**



FREE WEBSITE

In the digital era, a robust online presence is essential to succeed. At NBBA, we understand this importance, and thus, we are excited to offer a FREE website service to all members. Start your online journey today!

Here's what you get:



A basic, one-page website customized to your business's look and feel



Personalized attention from our talented web developers



A platform to showcase your products or services to a wider audience



A chance to accurately represent your brand and message online

To unleash the full potential of your business, don't forget to contact our office to schedule your appointment with our consultants. While we offer guidance on several aspects of running a business, we do not provide any legal advice or consulting services concerning legal documents, tax issues, or other legal matters. Take advantage of this invaluable resource and join NBBA today.

**Web solutions for every business.
Impress at first glance with a fully functional,
professionally designed website.**



FREE **LOCAL LISTING**

As an NBBA affiliate, you have access to a valuable resource that can help expand your reach to potential customers — our online local business directory. Our local listing service is designed to improve your visibility in local search results and establish a stronger online presence for your business.

NBBA members receive a free listing and backlink on our online Local Directory site. We promote and drive local traffic to our online directory where our members get the endorsement of the NBBA.



With our service, your business will be listed in directories that are perfect for website exposure and reaching out to a targeted audience. This will make it easier for potential customers who are searching for the products or services you offer in your area to find and connect with your business.

To take advantage of this free local listing service, simply call NBBA at 888-952-6247. Our team will work with you to create a listing that accurately represents your business and showcases your products or services to potential customers.

In addition to our local listing service, being an NBBA affiliate comes with many other benefits. Improve your online presence and attract more customers to your business — don't miss out on this valuable opportunity. Call us today to set up your free listing!



LOCAL **REFERRAL NETWORK**

As an NBBA Affiliate, you'll be part of a community of like-minded businesses, providing you with access to a local network of support and collaboration. This referral network will help you connect with other businesses in your area, providing you with opportunities to leverage each other's expertise and services.

NBBA offers an exclusive referral system where our members earn rewards for sending customers to other members in good standing. These Red Hot Leads are given exclusively to you and help you build a powerful customer base.



For example, if you have a product or service that may interest other affiliates, you can reach out to potential customers through the referral network. On the other hand, if you require a trustworthy local service like a plumber or videographer, you can browse our NBBA directory for these services to find reliable businesses for your needs.

NBBA's Affiliate Program rewards active members with a \$50 commission for each successful referral. A referral is considered successful once the referred business completes their enrollment, submits all required documentation, and makes the necessary payments. Commissions are only paid if the referring affiliate remains in active standing at the time of payout. Affiliates are responsible for generating and submitting leads; all sales are processed by NBBA Sales Representatives in Lakeland, Florida.

Improve your business's performance and develop strategies to maximize potential.



DISCOUNTED PAYROLL

At NBBA, we recognize the difficulty that accompanies trying to maintain accurate payrolls. That's why we aim to make life easier with our discounted services!

By choosing us, you'll benefit from a cost-effective and efficient solution — leaving your mind free for what really matters to small businesses: growth. Enjoy hassle-free financial management today by tapping into our exclusive offer of streamlined payroll solutions.

Here are just a few of the benefits you'll enjoy when you choose our discounted payroll services:

Time-Saving Efficiency:

Our streamlined payroll system automates many of the time-consuming tasks involved in payroll management, such as tax calculations and employee record-keeping.

Cost Savings:

With our discounted payroll services, you can save up to 70% on your payroll management costs compared to hiring a full-time payroll specialist.

Expert Support:

Our team of payroll experts is always available to provide you with the support you need. From answering questions to resolving issues, we're dedicated to ensuring your payroll management runs smoothly and efficiently.



How Our Discounted Payroll Services Work in 3 Easy Steps

We've made it easy for small business owners to access our discounted payroll services. Here are the three simple steps:



Step 1. Sign Up for NBBA's Affiliate Program

Joining our affiliate program is easy and free. Once you're a member, you can access information about our discounted payroll services, as well as other benefits and resources to help your business grow.



Step 2. Choose Your Payroll Plan

We offer a variety of payroll plans to fit the needs of your business. Simply choose the plan that works best for you and your budget, and we'll take care of the rest.



Step 3. Enjoy Hassle-Free Payroll Management

Our streamlined system automates many of the time-consuming aspects of payroll management, such as calculating taxes and maintaining employee records. This allows you to focus on running and growing your business while we handle the rest.



TAX PREPARATION

SERVICES

Managing finances and preparing taxes can be overwhelming for small business owners. But NBBA is here to make it easy for you with our tax preparation services. Our experienced tax professionals are equipped to help you navigate the complexities of tax laws and ensure that you get the best possible outcome for your business.



Our team has a thorough understanding of tax codes and regulations and is trained to identify opportunities for savings. We'll ensure that all your tax returns are filed accurately and on time, avoiding any penalties or fines. Our tax prep services also include audit assistance and reviews of past tax returns, giving you peace of mind.

With NBBA's tax preparation services, you can save time and money while maximizing your tax benefits. [Contact us today at 888-952-6247](#) to see how we can help you get your taxes in order. Trust us, you'll breathe easy knowing your taxes are taken care of.



CUSTOM WEB DEVELOPMENT

Looking to boost your small business's online presence without emptying your pockets? Our Local Business Website and Hosting Package is the ideal solution. Check out some of the benefits you'll receive with our offer:

Professional Website Design:

Our team of experts will design a professional website that is tailored to your business needs and optimized for search engines.

Affordable and Flat-Rate Pricing:

Our pricing is transparent and easy to understand, so you can budget for your online presence without any surprises.

Social Media Integration:

We'll integrate your social media profiles into your website, making it easy for customers to find you on their favorite platforms.

Automated Posting:

Our package includes one social media post per week, so you can stay engaged with your audience without spending hours on social media.

Establish a formidable online presence for your local business without the hassle of building a website. Our Local Business Website and Hosting Package will help you entice new customers with ease.



How It Works — 3 Easy Steps to a Strong Online Presence

Easily establish a robust online presence for your small business with our Local Business Website and Hosting Package. Find out how:



Step 1. **Fill Out Our Client Intake Form**

Just fill out our client intake form and provide us with the necessary details.



Step 2. **Work With Our Design Team**

Let our experts take the reins and create your dream website! We'll collaborate with you throughout the process to ensure your satisfaction with the design and functionality.



Step 3. **Launch Your New Website**

Launch your website and integrate it with your social media profiles to attract new customers and establish a dominant online presence that sets your business apart.



CUSTOM LOGO AND BRANDING

Stand out in your local market with our custom logo and branding services — brought to you by NBBA. Our team of creative geniuses will work closely with you to develop a brand image that represents your company's values and personality.



Our branding services include:

LOGO

**BUSINESS
CARDS**

BROCHURE or FLYER

We understand the importance of consistency in branding. That's why we ensure that your brand identity is maintained across all platforms, from your website to your social media profiles. Our branding specialists are also available to help you develop a custom marketing strategy that will increase brand awareness and ensure long-term recognition.

With years of experience in helping small businesses succeed, our team can help you establish a distinct brand that sets you apart from the competition and attracts more customers. Trust NBBA to help you build a brand that leaves a lasting impression.

SEO SERVICES

SEO PROCESS

REPORTING

WEBSITE ANALYSIS

CLIENT REQUIREMENTS

KEYWORD RESEARCH

CONTENT WRITING

WEBSITE OPTIMIZATION

PLAN 1

- SEO for 1 City
- 5 Target Keywords
- On-Page Optimization
- Google Analytics Setup
- Google Map Listing Setup
- Google Business Profile Setup
- Bing Map Listing Setup
- 15 Local Citations
- Link Building Initiated
- Backlink Monitoring

\$199/mo (Bronze)

PLAN 2

- SEO for 1 City
- 10 Target Keywords
- On-Page Optimization
- 1 Blog Post / Splash Page per Quarter
- Google Analytics Setup
- Website Edits (1 Hour per Quarter)
- Google Map, GBP, Bing Map Setup
- 25 Local Citations
- Backlink Monitoring
- 1-3 Backlinks Built per Month
- 20+ High-Authority Blog Posts Shared
- 1 Website Page Added (up to 800 words)

\$499/mo (Silver)

PLAN 3

- SEO for 2–5 Cities
- 25 Target Keywords
- On-Page Optimization
- 3 Blog Posts / Splash Pages per Quarter
- Google Analytics Setup
- Website Edits (3 Hours per Quarter)
- Google Map, GBP, Bing Map Setup
- 35 Local Citations
- Backlink Monitoring
- 4–6 Backlinks Built per Month
- 20+ High-Authority Blog Posts Shared
- 1 Annual Press Release
- 50+ DA Backlinks (2 per Year)
- **2 Website Page Added** (up to 1,000 words)

\$999/mo (Gold)

PLAN 4

- SEO for 6–8 Cities
- 50 Target Keywords
- On-Page Optimization
- 5 Blog Posts / Splash Pages per Quarter
- Google Analytics Setup
- Website Edits (5 Hours per Quarter)
- Google Map, GBP, Bing Map Setup
- 45 Local Citations
- Backlink Monitoring
- 7–10 Backlinks Built per Month
- 20+ High-Authority Blog Posts Shared
- 1 Annual Press Release
- 50+ DA Backlinks (4 per Year)
- **3 Website Page Added** (up to 1,200 words)

**\$1,499/mo
(Platinum)**

Our SEO package sign-up/setup fee is waived for NBBA members. SEO can help you form stronger relationships with your audience, enhance the customer experience, increase your online presence, send more traffic to your site, give you an edge over the competition, and increase conversions.

Your business needs a website which caters to various aspects of your digital brand. Our services ensure top-quality placement and engagement and will create your digital footprint in your local area. Building influence and trust within your target market begins with a strong online presence. Our SEO specialists create customized strategies to target your ideal customer and create an emotional attachment to your brand so you can quickly and easily build a massive, loyal customer base.

INSURANCE SERVICES



**Individual
Health**

**Group
Health**

Life

Auto

Commercial

Homeowners

At NBBA, we offer a complete range of insurance solutions to protect you and your business. Rely on our experienced agents who'll work closely with you, offering valuable guidance, and tailor-made solutions that suit your budget and needs.



Choose from our extensive selection of individually-tailored health, life, and auto policies. We understand that health needs are unique, so we offer a variety of flexible health insurance plans that cater to your exacting requirements. Our life insurance policies also provide financial security for your loved ones, no matter the circumstances. And our auto policies safeguard you on the road, covering everything from theft to accidents.

We provide coverage that gives businesses peace of mind, including group health insurance, commercial insurance, and homeowners insurance. With our group health policies, your employees and their families can enjoy comprehensive medical cover that meets their requirements. Our commercial policies, on the other hand, safeguard against property damage, liability, and other risks that businesses may face. Lastly, our homeowners insurance protects your home and personal belongings from loss or damage.

Our agents are knowledgeable and experienced, ready to help you assess and understand your unique needs. We'll work alongside you to tailor customized insurance solutions to offer the best protection. Reach out to us today for more information on our insurance services and how we can help protect you and your business.

COMMON REQUESTS



How To Make a Change

Unless you have a qualified change in status, you cannot make changes to the benefits you elect until the next open enrollment period. Qualified changes in status, include for example: marriage, divorce, legal separation, birth or adoption of child, change in a child's dependent, change in residence, commencement or termination of adoption proceedings, and change in coverage under another employer-sponsored plan.



How To Access Health Benefits

You will receive a welcome email, that includes your member ID information, from National General. You can also go to the web address on your member ID card and register your member portal using your name, birthday, member ID number, and zip code. Once you've accessed the website, you can search for providers, view your benefit schedule, and more.



How To Access Dental Benefits

You will receive a welcome packet with your member identification information from United Concordia Dental, and you can begin taking advantage of your benefits (no physical cards are sent). You can download the United Concordia Dental app and set up your account using your birthdate and Social Security number (SSN), which gives you a virtual card, schedule of benefits, and a directory of in-network providers for easy, on-the-go access.



How To Access Vision Benefits

You will receive a welcome packet that will include member ID cards from Davis Vision and an explanation of benefits. You can also download the Davis Vision member app to access your benefits and view a list of in-network providers. Davis Vision is in your Vision Network.



How To Find an In-Network Provider

You can go to the web address located on your member ID card or benefit statement and access a list of providers there or by logging into your member back office/portal to search the directory. You can also contact your local NBBA insurance agent at 888-952-6247.



How To File a Gap Coverage Claim

If you are entitled to a gap coverage claim (view benefit details) contact your local NBBA representative for assistance in filing your claim form and submitting it to the insurer by calling 888-952-6247. Compensation will be issued once the claim has been processed.

