



pennie®



# **Account & Book of Business Transfer Request Guide**

## Overview

It is common for Pennie-Certified Agents to change Agencies. This can be for a number of reasons, some of which are listed below:

- Going from one brokerage to another
- Going from a brokerage to self-employment (or vice versa)
- Going from an insurer to a brokerage or self-employment (or vice versa)

When changing Agencies, you **must inform Pennie as soon as possible**.



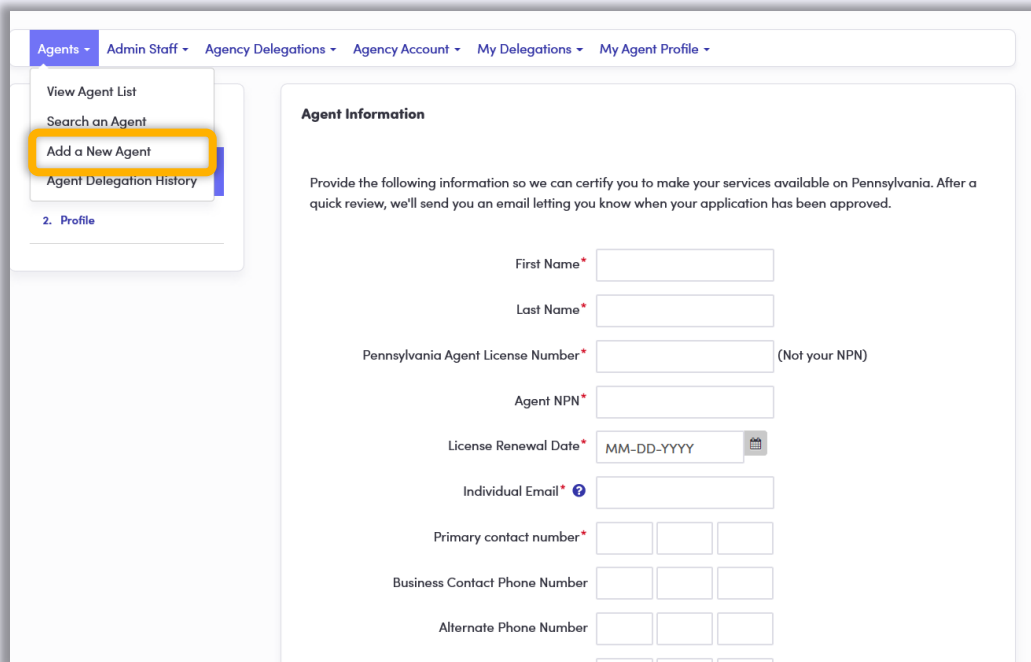
**Simply updating the name of the Agency in the *Business Name* field of your Agent/Agency Manager account *does not transfer your account* to a different Agency!**



## Adding a New Agent

If there is a broker employed by the Agency but who is not yet on Pennie, **the Agency Manager initiates their account creation** by selecting the *Add New Agent* option from the *Agents* dropdown of the Agency Manager's account.

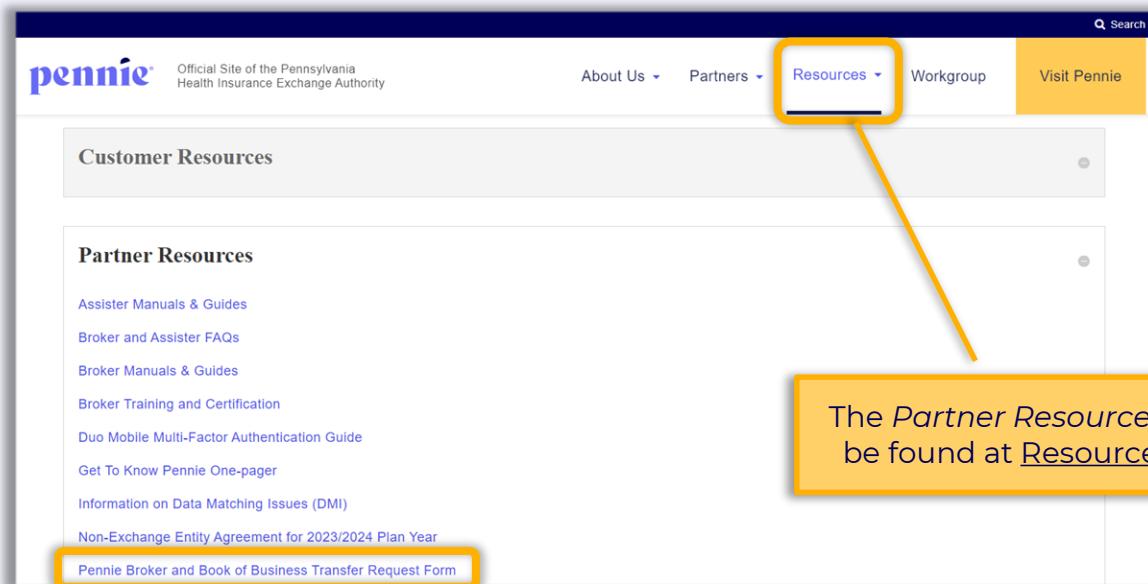
Once the Agent account has been created, they will receive an email requesting that they sign in to claim the account, setup their login credentials, and finalize their profile.



The screenshot displays the Pennie Agency Manager interface. At the top, a navigation bar includes links for Agents, Admin Staff, Agency Delegations, Agency Account, My Delegations, and My Agent Profile. The 'Agents' dropdown menu is open, showing options: View Agent List, Search an Agent, Add a New Agent (highlighted with an orange box), and Agent Delegation History. Below the dropdown, a '2. Profile' link is visible. The main content area is titled 'Agent Information' and contains a form for creating a new agent. The form includes fields for First Name, Last Name, Pennsylvania Agent License Number (with a note '(Not your NPN)'), Agent NPN, License Renewal Date (with a calendar icon), Individual Email (with an info icon), Primary contact number, Business Contact Phone Number, and Alternate Phone Number. A descriptive text block states: 'Provide the following information so we can certify you to make your services available on Pennsylvania. After a quick review, we'll send you an email letting you know when your application has been approved.'

## Changing Agencies – Existing Agents

If you already have a broker account and will be moving to a new Agency, you **will need to request an account transfer by completing and attaching the [Pennie Broker and Book of Business Transfer Request Form](#)** to a ticket submitted from your current account, or by emailing the form to [brokers@pennie.com](mailto:brokers@pennie.com):



The *Partner Resources* dropdown can be found at [Resources | Pennie.com](#)

# The Broker and Book of Business Transfer Request Form

One or both check boxes *must* be marked:

- If your account along with your Book is being transferred to a new Agency, check *both* boxes
- If only your broker account is being transferred (e.g., your Book will remain property of your current Agency), check the left box *only*
- If only your Book is being transferred (e.g., your Book was purchased, you are retiring, etc.), check the right box *only*

Enter the new Agency's information and signature here

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Pennie Broker and Book of Business Transfer Request Form

Before submitting this form, carefully read the following important information.

Check the appropriate boxes (select both if applicable):

☐ Check if transferring Broker to a New Pennie Agency ☐ Check if transferring Customers to New Pennie Agency

**Section 1: Broker Information (required):**

First Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Last Name: \_\_\_\_\_ Contact Telephone: \_\_\_\_\_  
License No. \_\_\_\_\_ NPN: \_\_\_\_\_

By signing, you are requesting transfer from the Current Pennie Agency to the New Pennie Agency. Additionally, you are attesting under penalty of perjury, as governed by 42 Pa.C.S. §§ 6201-6208 (relating to unsworn declarations), that you are in compliance with all federal and state laws and regulations applicable to this action.

Broker Signature: X \_\_\_\_\_

**Section 2: Current Pennie Agency (required):**

**Note:** this section to be completed by an authorized representative of the Broker's Current Pennie Agency.

Agency Name: \_\_\_\_\_ Agency FEIN: \_\_\_\_\_  
Agency Contact: \_\_\_\_\_ Contact Telephone: \_\_\_\_\_  
Contact Email: \_\_\_\_\_

By signing, your Agency APPROVES the transfer of this Broker and/or all of their current designated Pennie customers from your Agency to the new Agency. Additionally, you are attesting under penalty of perjury, as governed by 42 Pa.C.S. §§ 6201-6208 (relating to unsworn declarations), that you are in compliance with all federal and state laws and regulations applicable to this action.

Authorized Representative's Signature: X \_\_\_\_\_

**Section 3: New Pennie Agency (required):**

**Note:** this section to be completed by an authorized representative of the Broker's New Pennie Agency.

Agency Name: \_\_\_\_\_ Agency FEIN: \_\_\_\_\_  
Agency Contact: \_\_\_\_\_ Contact Telephone: \_\_\_\_\_  
Contact Email: \_\_\_\_\_

By signing, your Agency APPROVES the transfer of this Broker and/or all of their current designated Pennie customers from the Current Pennie Agency to your New Pennie Agency. Additionally, you are attesting under penalty of perjury, as governed by 42 Pa.C.S. §§ 6201-6208 (relating to unsworn declarations), that you are in compliance with all federal and state laws and regulations applicable to this action.

Authorized Representative's Signature: X \_\_\_\_\_

Enter your information and signature here

Enter the information for your current Agency here. Must be signed by an authorized rep from the Agency.

Note: If the current Agency *does not* sign off on the release of customers to the new Agency, **the transfer will not be processed.**



# Starting a New Agency

If you already have a broker account and will be creating your own Agency and/or going self-employed, **you will need to create a new Agency and Agency Manager account** by following the path below:

The image shows a screenshot of the Pennie website with two main sections highlighted. On the left, the 'Get Certified!' section features a laptop displaying the Pennie Certified logo and text about 2024 broker training. On the right, the 'Get Help' section includes a 'Create An Account' link, 'Broker FAQs', and a phone number. An orange arrow points from the 'Create An Account' link to a login form overlay on the right. The form asks 'Do you already have a Pennie account?' with a dropdown menu showing 'No'. Below this, it asks 'I need to create an account and:' with a dropdown menu showing 'I am an Agency Manager or Principal'. A 'Submit' button is at the bottom right of the form.

**Get Certified!**

Our 2024 broker training is available! Any brokers terminated last year must complete the New Broker Training to be certified for 2024.

**Get Help**

Create An Account

Broker FAQs

Call 1-844-844-4440

Request Certified Broker Logo

[Brokers | Pennie.com](#)

**pennie** connecting Pennsylvanians to health coverage®

Do you already have a Pennie account? \*

No

I need to create an account and: \*

I am an Agency Manager or Principal

Submit

## Starting a New Agency

For simplicity, Pennie combines the creation of the Agency Account with the creation of an Agency Manager Account.

After completing your new profile, a system notification will inform you of the Pennie review and approval process.

Congratulations! You have successfully completed your application for Agency and Agency Manager. Pennsylvania Exchange will review your application for certifying your Agency and Agent account.



### New Agency Manager Account Set-Up

All fields on this form marked with an asterisk (\*) are required.

#### Basic Information

First Name \*

Last Name \*

Email Address \*

Confirm Email Address \*

Phone Number \* 

#### Security Question

Security Question \* Select

#### Set Password

Password \*

Confirm Password \*

#### Prove You're Not a Robot

Security Code: \* ☐ I'm not a robot



☐ I have read and agree to the [Privacy Policy](#)

Cancel

Submit



## Important Notes



If you are the designated Agency Manager for your current Agency and you are moving to another Agency, **you must designate another Agent as the new Agency Manager *prior to submitting the account transfer request.***



If you are self-employed or are the only active Agent of the Agency, Pennie will **decertify the current Agency** upon completion of the transfer.



Agency Managers – if an Agent is leaving your Agency and they have active designations that will remain as property of your Agency, **it is your responsibility to transfer those delegations to yourself or another Agent prior to the account transfer.** If not, those delegations will be lost.



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