



Fact Sheet

BenefitMall at a Glance

- President, Chairman & CEO: Bernard DiFiore
- Headquarters: Dallas, Texas
- Year Established: 1979
- Private: Austin Ventures Portfolio Company
- Number of employees: 1,000+~~300~~
- Number of Trusted Advisors: 20,000
- Number of offices: 45+
- Website: www.benefitmall.com
- Healthcare Reform Community: www.healthcareexchange.com
- Twitter: @BenefitMall
- LinkedIn: www.linkedin.com/company/benefitmall
- Facebook: www.facebook.com/BenefitMall
- Contact US:
 - Benefits: 888-338-6293
 - Payroll: 800-362-9519

Other Interesting Facts

- Largest General Agency in the U.S.
- Payroll division is the second largest private payroll company in the U.S.
- Tax Notices Resolution: 99 percent of tax notices resolved in 30 days. Many times, the notice is resolved within 10 days.
- HealthcareExchange.com is the largest online health care community for healthcare reform.
- BenefitMall's SVP, Michael Gomes blogs on healthcare reform more than any other individual.
- BenefitMall processes more than one million payroll transactions each month and writes more than one billion in annual healthcare premiums.



About BenefitMall

Headquartered in Dallas, Texas, BenefitMall works with a network of 20,000 brokers and CPAs to deliver employee benefits and payroll services to more than 200,000 small and medium-sized businesses.

BenefitMall, is the largest national General Agency, merged with the second largest privately held payroll company, CompuPay, in 2012 through equity financing led by Austin Ventures to create an integrated company that is “all together, better.”

BenefitMall operates HealthCareExchange.com the leading online community for information regarding the Patient Portability and Protection Act.

More information about the company is available at www.benefitmall.com.

Corporate History

For more than three decades, BenefitMall has been dedicated to serving the needs of Brokers, Carriers, Accounting Professionals, Corporate Partners, and Employer Groups. Our success has been a result of exceeding customer’s expectations and constant progressive growth over the last decade. Here is a brief look at our history:

- **Today:** Headquartered in Dallas, Texas with more than 1,300 employees across the country.
- **2013:** BenefitMall launches new company brand to consolidate its benefits business and the payroll services of CompuPay. With the tagline “All Together, Better,” BenefitMall is now the nation’s largest provider of health benefits and payroll solutions.
 - BenefitMall recognized with two Vanguards in Insurance (VIP) Awards by Insurance Networking News.
 - BenefitMall awarded a bronze Stevie Award for Fastest Growing Company of the Year.
 - CompuPay awarded a bronze Stevie Award for Customer Service Department of the Year Category.
- **2012:** BenefitMall merges with CompuPay creating the leading national provider of integrated employee benefits and payroll solutions.
- **2011:** Releases a new Broker Workspace where brokers can do everything from view the status of their cases, to access exclusive quoting tools, search for documents, and much more.



- **2010:** Launches BenefitMall Individual Exchange, an online solution designed to help Brokers manage their Individual business.
 - BenefitMall acquires NAS Financial Services in Morristown, New Jersey.
- **2008:** BenefitMall acquires BenefitPort Southwest, a full-service General Agency with a division specializing in Senior Products.
 - CompuPay completes two acquisitions, Advanced Payroll Systems in Modesto, California and Key Payroll Online in Seattle, Washington.
 - CompuPay enters into an agreement with Sage Software to provide outsourced payroll services to Sage clients.
- **2007:** CompuPay opens new offices across the country including offices in Florida, Massachusetts, Connecticut, Colorado, Illinois, Maine, and Texas.
- **2006:** BenefitMall acquires Comrisk Insurance, a full service General Agency specializing in stop loss insurance.
 - BenefitMall acquires Weston Group Benefits, LLC, in the northeast.
 - BenefitMall acquires BenefitPort SouthEast that services agents throughout the state of Florida.
 - BenefitMall partners with Allied Capital Corporation, the largest business development corporation in the US.
- **2005:** BenefitMall surpasses \$2.0 billion in premiums under management.
 - CompuPay makes acquisition of PayMaxx, Inc. PayMaxx, a Tennessee-based payroll provider.
- **2001-2004:**
 - BenefitMall acquires Colorado Group Services, a full-service general agency.
 - BenefitMall acquires Group One Source, a national employee benefits marketing organization.
 - CompuPay makes its first acquisition in TPM, a California based payroll processor.
- **2000:** BenefitMall launches completely re-tooled website providing broader applications and easier access for brokers.
 - BenefitMall acquires two units of The Mather Companies, one of the largest general agencies and third-party administrators of employee benefits programs on the east coast.
- **1999:** CIFS separates from Humana and evolves into an independent, stand-alone company.
 - The company is renamed BenefitMall to better represent the total employee benefit products available to brokers.
 - Acquires several companies, establishing office locations in Georgia, Florida, and New Jersey.
- **1998:** Becomes incorporated in Delaware as Centerstone Holding Corporation with CIFS as a subsidiary.
- **1997:** Centerstone launches the first online insurance quote engine.
- **1995:** Humana acquires Emphesys and its related affiliates, including CIFS.



- **1994:** Employers health Insurance Company (EHI) of Green Bay, Wisconsin acquires Centerstone Insurance and Financial Services.
- **1993:** West Coast becomes Centerstone Insurance and Financial Services (CIFS) after a series of acquisitions.
- **1991:** West Coast acquires a general agency in California called Multiple Services, Inc.
- **1985:** West Coast launches the first software application capable of producing multi-carrier quotes in real time – an industry breakthrough for brokers.
- **1980:** CompuPay is founded by Miami-based entrepreneur
- **1979:** West Coast Insurance Marketing Corporation is founded in California by a group of insurance professionals.

Media Contact Information

If you are a member of the press and you have a specific inquiry, please send your requests to:

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