

BerniePortal Broker Services has developed two distinct email marketing packages for brokerages looking to convert, retain, and engage clients and prospects using timely and relevant pre-written and white-labeled content.

## BBS Standard Package

*Perfect for agencies prioritizing turnkey email marketing strategies.*

- ✓ Email Marketing (w/ unlimited sends)
- ✓ Customizable Email Templates
- ✓ Agency-branded Templates
- ✓ Simple Reporting to Track Success
- ✓ Automatic Email Resend to Non-openers
- ✓ Subject Line A/B Testing
- ✓ LogoMaker
- ✓ Contact List Import
- ✓ Landing Page Builder
- ✓ Access to Image Library
- ✓ Social Posting & Inbox Monitoring
- ✓ Integrations (Salesforce, Outlook, etc.)
- ✓ Sign-up Forms
- ✓ Marketing Calendar
- ✓ List Segmentation
- ✓ 3 Users
- ✓ Event/Ticket Management & Marketing
- ✓ Unlimited Storage
- ✓ Mobile-responsive Website
- ✓ Website Analytics
- ✓ Blog
- ✓ Resources/Chat/Phone Support

YOUR  
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# COMPLIANCE BULLETIN

## Wage Cap Increase for 2021 Social Security Payroll Taxes

Hello Sarah,

The Social Security Administration (SSA) announced on Oct. 13, 2020, that the wage cap for Social Security payroll taxes will increase in 2021. What do employers need to know about this update?

### What's the Story?

Beginning Jan. 1, 2021, the cap on maximum earnings subject to the Social Security payroll tax will increase from \$137,700 to \$142,800, a jump of \$5,100. According to the SSA, this change is based on the increase in average American wages. The tax rate for employees/employers and self-employed individuals will remain the same, at 7.65% and 15.30% respectively.

The same news release detailed that Social Security and Supplemental Security Income (SSI) benefits will increase 1.3%—a change that will impact approximately 70 million Americans. The update accounts for a relatively low cost-of-living adjustment (COLA), which should increase benefit checks by about \$240 on average, according to Fox Business.

Alongside the announcement, the SSA released a fact sheet that covers all changes in full detail. It can be [found here](#).

### BBS Premium Package

*Ideal for agencies seeking elevated engagement using enhanced features that add extra value to communications.*

- ✓ All Standard Package Features
- ✓ Customizable Pop-up Forms
- ✓ RSVPs
- ✓ Surveys
- ✓ Polls
- ✓ 10 Users
- ✓ Dynamic Content
- ✓ Email Nurturing

### BBS Package Pricing

BBS Package Pricing is based on the **number of contacts**. Contacts are defined as the number of individuals whose contact information will be stored in your BBS account.

*\*If the number of contacts increases and falls into a higher pricing tier, the monthly fee shall increase accordingly on the next monthly bill.*

# of Contacts	BBS Standard Pricing	BBS Premium Package
0–500	\$250/month	\$300/month
501–2,500	\$300/month	\$350/month
2,501–5,000	\$350/month	\$400/month
5,001–10,000	\$400/month	\$450/month
10,001–15,000	–	\$500/month
15,000–25,000	–	\$550/month

#### + \$750 implementation fee

- ▶ Includes set-up and onboarding with a marketing expert

Learn more, visit us at <https://brokers.bernieportal.com/bernieportal-broker-services/>.