MCC AGENT WEBSITES GUIDE



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The information in this document is accurate as of it's publish date of 01/30/2026. For any questions, reach out to your sales manager or director.

INTRODUCTION

At MCC, we view websites and landing pages as long-term business assets. A strong digital presence helps build credibility, supports sustainable growth, and reflects the professionalism of the agent or agency behind it.

That's why MCC offers custom-built websites and landing pages through an internal program designed to support agents who are actively growing their business with us.

This program exists to reward momentum and partnership. As agents continue to service their clients, expand their carrier relationships, and build production under MCC, we look for opportunities to reinvest back into their business. Our website and landing page program is one of the ways we do that: by providing high-quality digital infrastructure that would otherwise require a significant personal investment.

Rather than offering one-size-fits-all templates, each page is custom built with the agent's business, market, and goals in mind. This approach allows us to maintain quality, consistency, and compliance support across all MCC-supported digital properties, while still highlighting what makes each agent unique. Every page is designed with Medicare marketing standards in mind and positioned to support credibility, lead generation, and long-term use.

For agents in this program, MCC covers the cost of design, buildout, hosting, and ongoing technical support. This allows agents to focus on serving clients and growing production, without needing to manage or fund the technical side of their online presence.

The only out-of-pocket expense for the agent is the purchase of their own domain name. Everything else is handled by MCC as part of our investment in your business.*

This handbook outlines how the program works, including eligibility guidelines, the ordering process, design standards, customization options, and ongoing expectations. Its purpose is to provide transparency, set clear expectations, and explain how and when MCC is able to offer this support as part of a growing partnership.

**Excludes add-on features agents purchase through third-party vendors unless explicitly stated and agreed upon by MCC Brokerage. Subject to change.*

DISCLAIMER AGREEMENT

MCC Brokerage – Agent Landing Page Compliance Agreement & Attestation

This Agreement governs the conditions under which MCC Brokerage ("MCC") may design, host, maintain, or support landing pages or websites on behalf of the undersigned Agent ("Agent") for use in connection with Medicare-related marketing, education, or enrollment activities.

This Agreement applies to all MCC-supported landing pages and websites, including but not limited to single-page landing pages, multi-page websites, educational pages, contact or lead capture pages, and any digital content referencing Medicare plans, benefits, or enrollment opportunities.

By signing this Agreement, the Agent affirms that they understand and agree to comply with all applicable federal and state laws, CMS regulations, MAPD carrier rules and regulations, and MCC compliance standards governing Medicare-related digital marketing communications. The Agent acknowledges that landing pages and websites are regulated marketing activities and that improper digital marketing may result in serious compliance violations, including carrier sanctions, CMS enforcement actions, or termination of agent relationships.

The Agent expressly agrees that no landing page or website may collect consumer information, generate leads, or prompt contact unless lawful permission to contact exists where required, consistent with CMS Permission to Contact standards, consent-to-contact laws, and applicable state and federal regulations.

The Agent certifies that any traffic sources, advertising methods, or lead data connected to the landing page have been obtained through compliant means, including consumer-initiated contact, compliant lead generation sources with proper disclosures, or other legally permissible methods. The Agent further certifies that landing pages will not collect information from individuals who have opted out of communications, revoked consent, or never provided lawful consent where required, and confirms that all form submissions reflect consumer-initiated interest.

The Agent understands that the use of paid advertising, third-party marketing vendors, or external lead generation platforms remains subject to CMS TPMO disclosure and consent requirements and that lack of proper consent may constitute an unsolicited marketing violation, even when the landing page itself is compliant.

The Agent agrees that all landing pages and websites must comply with CMS and carrier marketing rules and must not be misleading, confusing, deceptive, or coercive. Digital content may not imply endorsement by Medicare, CMS, or any government entity; may not use urgency, pressure tactics, scare language, or misleading statements; and may not describe plans or benefits as “free.”

The Agent acknowledges that landing pages may not target individuals based on health status or income except where explicitly permitted under CMS rules, may not reference enrollment opportunities outside of valid election periods, and may not promote Medicare Advantage Open Enrollment Period opportunities through improper digital solicitation. All landing pages and websites must clearly identify the Agent, accurately describe the purpose of the page, include all required disclaimers, and comply with applicable content, timing, and digital distribution rules.

The Agent further acknowledges that all landing pages and websites must comply with the marketing, approval, filing, and digital distribution requirements of each MAPD carrier with whom the Agent is contracted.

The Agent understands that MCC reserves the right to refuse to create, publish, modify, host, or continue supporting any landing page or website if page content, traffic sources, lead capture methods, or campaign details fail to meet CMS, carrier, or MCC compliance standards.

The Agent agrees that all responsibility for compliance remains with the Agent, even when MCC facilitates page design, hosting, updates, or technical services. By executing this Agreement, the Agent represents and warrants that they are properly licensed, appointed, and certified for the products referenced on any MCC-supported landing page or website; that they have reviewed and understand the applicable compliance requirements set by CMS and carriers; and that they will adhere to all Medicare-related digital marketing requirements.

The Agent agrees to promptly notify MCC of any known or suspected consent, traffic source, lead capture, or compliance issues related to any landing page or website.

The Agent acknowledges that MCC may monitor, review, and audit landing pages, websites, traffic sources, form submissions, and consent documentation at its discretion. The Agent understands that noncompliance may result in immediate suspension or removal of the landing page or website, corrective action, reporting to carriers or upstream partners, withholding of any requested releases or approvals, or termination of contracts or business relationships.

MCC reserves the right to deny, pause, or remove any landing page or website request at its sole discretion in order to protect compliance integrity and mitigate regulatory risk.

The Agent agrees to indemnify and hold harmless MCC Brokerage from any claims, penalties, fines, enforcement actions, or damages arising from improper consent, unlawful lead generation, CMS or carrier marketing violations, or misrepresentations made by the Agent in connection with any MCC-supported landing page or website.

By ordering a landing page or website, the agent acknowledges that they have read, understand, and agree to be bound by this Landing Page Compliance Agreement and all applicable Medicare, CMS, and carrier rules governing digital marketing communications.

ORDERING PROCESS

Website & Landing Page Eligibility

Access to an MCC-built website or landing page is determined by several factors. We look at how agents are equipped to service their clients, the number of clients served, and an ongoing effort to grow their business with MCC.

To be eligible for consideration, agents must meet the following baseline requirements:

Be RTS with MCC for all three carriers:

- Humana
- UnitedHealthcare (UHC)
- Aetna

Be RTS with MCC for at least two (2) additional carriers, selected from the following:

- Cigna/HealthSpring
- Anthem BCBS (including Florida Blue and similar)
- Devoted
- Freedom / Optimum
- Wellcare
- BayCare

Eligibility alone does not guarantee approval. Final determination is based on production under MCC, compliance history with CMS and carrier rules, and other factors.

Approval decisions are made with the long-term success of both the agent and MCC in mind.

All requests must begin with a conversation with your SALES DIRECTOR or MANAGER. They will review eligibility, production history, and current business goals before submitting a request for consideration.

I*f you do not have a Sales Director or Manager,* please reach out to Jade Powis directly.

Once your eligibility is determined, please complete the order form located in MCC's Producer Resource Center or Marketing Catalog.

ORDERING PROCESS

Use the steps below to order your landing page or website using MCC's Marketing Catalog.

1. If eligible, use the Website Catalog to pick out a template
- Determine your theme
- Determine your color and font
  - These are located with the rest of the forms in the top of the Marketing Catalog

2. Use the form to Request a Landing Page or Website*
- Note: Whether you will request a landing page or website will be determined in your conversation with your Sales Manager or Sales Director

3. Click Submit
- Landing pages can take up to 2 weeks to fulfill, and websites can take up to 4 weeks. This timeframe is subject to change based on demand. Sites are reviewed for compliance prior to delivery, and the verbiage used in your site must comply with CMS and carrier guidelines. Agents assume full responsibility for their site's compliance.

Notes for Step 3

When placing your order, **be as specific as possible,** and upload picture examples of what you are looking for. If you cannot upload them, email them to JPowis@MCCBrokerage.com

- **Include your contact information according to how it should be listed on your site (Full name, contact information that will be given to your clients).**

- **Choose all products you represent in your sales appointments**
  - *If you're not sure what pages to choose, please navigate to the example website: https://sites.google.com/view/1template-beach for reference*

- **We ask that you provide a headshot and logo unless you need branding assistance.**
  - *If you need this assistance because you do not have a logo or brand colors, please let us know in the notes and we will help you create your branding.*

- **We ask that you provide a bio for your site.**
  - *If you wish to have MCC write it for you, please add information on how you serve your clients, your experience, and some fun facts about you (like hobbies, passions, affiliations, etc.)*

- **Domain/Calendly/pURL**
  - *If you have already purchased a domain please provide it. If not, IONOS runs specials for $1 domains for your first year.*
  - *Calendly links are encouraged but not required. If you have another calendar please link it here instead.*
  - *pURL links (Personal URL) can be found in SunFire or other enrollment platforms that allow your clients to enroll independently online. Please provide this link if you wish to have it added to your site as a quoting tool.*

- **Expedite Request**
  - *Only expedite your request if you've discussed this with your Sales Manager or Director prior to submitting your request.*

FONT OPTIONS

option # 1

EXAMPLE

Insurance Agency

option # 2

EXAMPLE

Insurance Agency

option # 3

EXAMPLE

Insurance Agency

option # 4

EXAMPLE

Insurance Agency

option # 5

EXAMPLE

Insurance Agency

option # 6

EXAMPLE

INSURANCE AGENCY

option # 7

Example

Insurance Agency

option # 8

Example

Insurance Agency

COLOR OPTIONS

#1



#2



#3



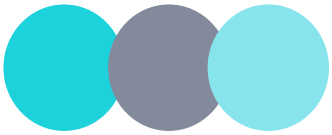
#4



#5



#6



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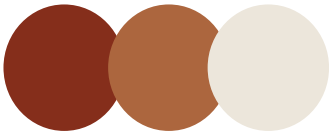

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#12



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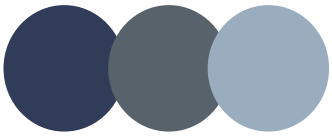

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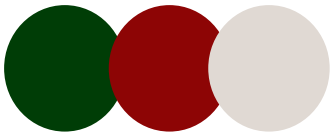

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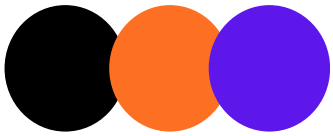

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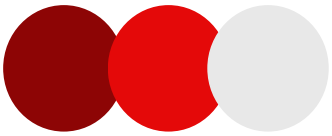

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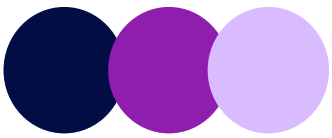

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SITE CUSTOMIZATIONS

MCC sites can be customized within certain perameters.

1. **Fonts**
2. **Colors**
3. **Themes**
4. **Content**
5. **External Links**
6. **Images**

Fonts can be customized within a certain range. Sizes are not to exceed 48pt with a minimum font size of 12pt. All body text, small headings, and disclaimers must use a sans, serif, or sans-serif font for legibility and compliance.

Colors may be customized within certain limits for accessibility. Color filters may be applied for colorblindness when requested. Colors must have a high contrast when layered.

Themes are limited to the listed options on the site request form unless otherwise specified by your Sales Manager or Sales Director per your initial conversation.

Site content can be customized to include plan types other than Medicare and life insurance products. The content will be determined during your initial conversation with your Sales Manager or Director, and you can choose from a wide variety of products on the request form. If there are certain products not listed, please state them in the notes. All content will be proof-read prior to publishing your site, and MCC waives the right to decline site applications if requested content is not professional and Medicare or Life Insurance client-centric. Disclaimers will not be edited to include information beyond what MCC's system shows for plans and carriers.

External linking is customizable with prior written approval from the source **(with the exception of a SunFire PURL, Calendar, or MCC-created link).** To backlink your site with another site, carrier, or provider, please show proof of agreement from the link source prior to requesting a link be added to your site.

Images are customizable within the theme of your site. Non MCC-provided images (including carrier logos) will not be approved for use unless prior written consent and/or licensing is submitted showing proof of agreement for use from the image source.

QUESTIONS & CONTACT INFO

For questions please reach out to your Sales Manager or Sales Director.

If you don’t have one or are not sure who to contact, **call 813-935-8361 and press option 2** to be connected to the next available support representative.