



# Specialty Accounts

## GIVE EMPLOYEES THE BENEFITS AND VALUE THEY WANT MOST

According to a study released by Harvard Business Review, some of the most desirable employee benefits are identified as student loan assistance, tuition assistance, gym memberships, day care support, and fitness classes. Wouldn't it be great if you could provide all of these benefits in one convenient offering?

You can — **Specialty Accounts** represent a new category of benefits that are specifically designed to address the unique needs of your employees. Benefit Resource (BRI) can administer and manage your Specialty Accounts, help adjudicate claims, and approve purchase reimbursements — removing the hassle of managing a program for companies like yours.

### A CULTURE OF SUPPORT

Employees today are looking for more than just a paycheck. They are looking to work for a company that understands and supports their needs. Specialty Accounts are an easy way for you to support your people and their financial priorities, no matter where they are in life. Common expense categories include:

- Gym memberships or wellness reimbursements
- Student loan or tuition reimbursements
- Utility reimbursements
- Personal home office expenses
- Specialty transportation expenses\* (i.e. bike sharing, ride sharing services, or car pools)

**Need something different?** Just ask to discuss options that best meet your needs!

**Healthier, more balanced employees:** Benefits that promote physical, mental, and financial health allow employees to worry a little less about life's burdens — and become more productive in their every day goals.

\*Not covered under Section 132(f) — Transportation Benefits

### READY TO SET UP A SPECIALTY ACCOUNT FOR YOUR EMPLOYEES?

BRI makes getting started easy. While Specialty Accounts are typically a taxable benefit, you can avoid many of the legal or regulatory constraints placed on tax-advantaged accounts.

#### STEP 1. SELECT THE EXPENSE CATEGORIES

Employers can select from a variety of predefined expense categories or work with their assigned representative to design a program that best meets your needs.

#### STEP 2. DETERMINE THE RULES

**Will funds roll over?** Employers can opt to allow the employee to keep (roll over) unused funds at the end of the year, or not, if that is better for their budget.

**How much (and how frequently) will benefits be provided?** Employers have control over how much and how frequently funds are distributed from a Specialty Account.

#### BRI PRO TIP

Communicate the BENEFIT. Employees will need some time to understand how these accounts work and how to claim the funds in them.



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