

Quick-start guide: 5 steps to start selling Marketplace health & dental plans

Before selling health insurance plans through the federal Health Insurance Marketplace® (FFM) on HealthCare.gov, you'll need to register, sign agreements, and complete required training. The 5 steps are below.

TIP: PRINT THIS GUIDE

You may want to complete the 5 steps over several sessions, so we recommend printing this guide. You may also want to email it to yourself or bookmark it.

(If you want to sell **only** small business group plans through the Small Business Health Options Program (SHOP) Marketplace, registration and training are slightly different. See how to [register to sell only SHOP plans \(/small-businesses/agents-and-brokers/register-for-the-shop-marketplace/\)](https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/Guide-2018-Marketplace-Returning-AB.pdf).)

STEP 1. Create an account

IMPORTANT: Already have a CMS Enterprise Portal account? Don't create another! You'll just need to renew for 2019. Don't follow the steps on this page. [See how to renew for 2019 \(https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/Guide-2018-Marketplace-Returning-AB.pdf\)](https://www.cms.gov/CCIIO/Programs-and-Initiatives/Health-Insurance-Marketplaces/Downloads/Guide-2018-Marketplace-Returning-AB.pdf).

- Go to the **CMS Enterprise Portal** at <https://portal.cms.gov/> (<https://portal.cms.gov/>)
- Select **New User Registration** (in the box at the upper right) and create an account.

STEP 2. Identify yourself as an agent or broker

- Log in to your new Enterprise Portal account at <https://portal.cms.gov/> (<https://portal.cms.gov/>)
- Select **Request Access Now**.
- Select the **FFM/Training - Agents/Brokers/Assisters** tile.
- Select **FFM Agent Broker** from the dropdown menu.

STEP 3. Confirm your identity

- Provide basic information that lets us confirm your identity (known as "identity-proofing").
- After you're identify-proofed, you'll be sent to the CMS Enterprise Portal home page.
- **Log out** of the Enterprise Portal.
- Wait a few minutes for the agent/broker role to be assigned to your profile.

STEP 4. Take required training

IMPORTANT: You can take free training from CMS, or sign up for a paid course through a CMS-approved vendor. Vendor training may offer continuing education units (CEUs). Free CMS training doesn't offer CEUs.

- Log in to the CMS Enterprise Portal at <https://portal.cms.gov/> (<https://portal.cms.gov/>)
- Select **Complete Agent Broker Training**.

- Select the **Access Training** link next to Marketplace Learning Management System (MLMS) or a CMS-approved vendor.
- Complete the required profile information and select **Save/Update**. (If you're taking training with a CMS-approved vendor, you'll do this before signing the CMS Privacy and Security agreements.)
- Select the appropriate curriculum (Individual Market or SHOP).
- Enroll in the curriculum and select **Complete Enrollment**.
- Complete all required training.

STEP 5. Sign the privacy and security agreements

- Go to **Current Learning** to launch and electronically sign the CMS Privacy and Security agreements.
- Select **Curriculum State** and click the **Actions** link (to the right of a completed curriculum).
- Print your Registration Completion Certificate.

Questions?

- Get [general agent & broker information \(http://go.cms.gov/CCIOAB\)](http://go.cms.gov/CCIOAB) from CMS.
- See a detailed agent and broker FAQ in the “Help” section of the Marketplace Learning Management Service (MLMS)
- Get [information about selling group plans to small businesses \(/small-businesses/agents-and-brokers/sell-through-the-shop-marketplace/\)](#) through the Small Business Health Insurance Program (SHOP) Marketplace.

Agent and broker contacts

- For general questions about FFM registration, CMS policies, and other agent and broker issues: Email FFMProducer-AssisterHelpDesk@cms.hhs.gov (<mailto:FFMProducer-AssisterHelpDesk@cms.hhs.gov>)
- For help logging in to the CMS Enterprise Portal: Email CMS_FEPS@cms.hhs.gov (mailto:CMS_FEPS@cms.hhs.gov) or call 1-855-CMS-1515.
- For questions about the MLMS: Email MLMSHelpDesk@cms.hhs.gov (<mailto:MLMSHelpDesk@cms.hhs.gov>)
- For questions about AHIP training: Email support@ahipinsuranceeducation.org (<mailto:support@ahipinsuranceeducation.org>) or call 800-984-8919
- For questions about NAHU training: Email NAHU-FFM@nahu.org (<mailto:NAHU-FFM@nahu.org>) or call 844-257-0990

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