

5 Signs Your Client Has an HR Gap

How to spot when a benefits question is actually an HR problem

As a broker, you're usually the first person a CEO or CFO calls when something feels off with their team. Many times, these calls start as a quick question about benefits, but they eventually reveal a gap in the company's internal HR structure.

When a client doesn't have a dedicated HR leader, these five scenarios are the best indicators that they need more than just a benefits renewal. They need a partner who can actually embed with the team.



The Problem Employee Panic

A client calls to ask about COBRA or disability leave for a specific person. As you talk, you realize there's no employee handbook, no formal documentation of the issue, and no clear process for termination.



The Compliance Paper Trail is Blank

Your client's growing and just crossed a headcount threshold of 50 employees. However, they've got no one tracking state-specific compliance, required filings, or updated labor posters.



The "Everything is a Fire" Culture

The leadership team's always bogged down by employee conflicts because there's no neutral, professional HR presence to handle employee relations.



The Onboarding and Offboarding Treadmill

They're hiring quickly but have no structured way to integrate new people. It feels chaotic, and your client's worried about the revolving door affecting their culture and bottom line.



The Talent Planning Request

A client asks for advice on compensation, recruiting strategy, or how to structure a new role. Beneath the surface, there's no dedicated HR leadership supporting workforce planning, hiring processes, or organizational growth.

How to Make the Referral

Protecting your relationship while solving their problem

At hrEdge, we don't replace the broker relationship. We protect and complement it. We provide the fractional HR leadership your clients need to stay compliant and organized so you can focus on being their trusted benefits advisor.



What to Say to Your Client

When you spot one of the five signs, you don't need to have the answer. You just need the right partner.

"It sounds like you're dealing with a complex people issue that goes beyond benefits. I work closely with a firm called hrEdge that provides fractional HR leadership. They work with your team to handle the strategy and the execution. I'd love to introduce you to their regional HR contact to see if they can help take this off your plate."

What Happens Next?

1

The Connection

You introduce your client to the HR contact for your specific region.

2

The Discovery

We meet with your client to learn about their organization and HR needs.

3

The Solution

We provide a customized, practical proposal with no long-term contracts, no minimums, and no call center experiences.

4

The Partnership

We stay in sync with you. As we stabilize their HR function, your role as their broker becomes even more valuable.

Let's Connect

If you want to talk through what this would look like for your team, please visit our partner page to connect with your regional hrEdge contact: hredge.com/partners