



TANYA BOYD

CEO of Tanya Boyd & Associates



ABOUT TANYA BOYD

Tanya Boyd has been a Health & Welfare Benefits professional that has always put her client first. Regardless of size or revenue stream, she is driven by the desire to help. She treats the individual client with the same attention and respect as the large organization, which has proven effective with continuous referrals and recommendations. After 17 years working for others in the employee benefits field, native Texan Boyd took a leap of faith and decided to work a little bit while spending more time with her children. That little bit of work quickly grew as clients asked her to do more and more. She dove right in with investing in herself through education, certifications, and learning all she could to set herself apart.

Tanya Boyd and Associates opened in the fall of 2006; Her independent, majority-female insurance agency specializing in health insurance for businesses and individuals opened its doors with zero debt and doubled its business within the first year. It all came from Boyd's drive to help people through cost-effective solutions that make insurance fun and easing the stress of interpreting the best options for each client. With that philosophy at the heart of her business, Boyd has maintained steady growth for more than 11 years, all while keeping a 98% client retention rate.

As an Advanced Chartered Benefit Consultant through the National Association of Alternative Benefit Consultants and a Small Group Specialist with the National Association of Health Underwriters, Boyd is both highly qualified and passionate about educating consumers and employers on their health insurance options — helping them to save money without compromising on care.

While many insurance brokers shied away from the individual market, Boyd embraced it, becoming an official Healthcare.gov Circle of Champions member, recognized by the federal government for her work in signing hundreds of Texans up for health insurance coverage.

She is also a leader within her profession. Honored by industry publication Employee Benefit Adviser as one of its Most Influential Women in Benefit Advising three times, in 2014, 2015 and 2017, Boyd is among a select few leading female brokers recognized each year as benefit thought leaders who are passionate about elevating the status of all women in the field.

Boyd is often asked to contribute to business publications and to speak on conference panels consisting of industry-leading experts. She recently addressed the Austin Association of Health Underwriters, delivering a continuing education class on the topic of faith-based alternative health plans known as healthcare sharing ministries.

A member of the Leading Producers Round Table at the National Association of Health Underwriters for three years, Boyd also qualified for the association's prestigious Soaring Eagle Award — its highest recognition. Additionally, she received the Stellar Award from the Dallas Association of Health Underwriters for her dedication to the insurance industry.

During her time in the industry, she has tackled challenges with healthcare reform. Yet, this has not ceased her passion for helping clients find health coverage at competitive rates and benefits that are best for their needs. Boyd and her associates are ready for any future challenges and will maintain their continued dedication to each client.

Boyd has prided her business on the expertise they have in health insurance and how they are determined to meet each client needs. They continually educate and inform their clients on changes and ways to improve their overall coverage or benefit structure.

FIRM PROFILE

Tanya Boyd & Associates was established 12 years ago to serve the needs of clients looking for an agency to not only offer solutions, but provide a consultative approach, and become the partner & advocate for businesses and individuals alike. Targeting not only small businesses, they also serve multi-national conglomerates and hundreds of individuals. Their team works to identify the needs & provide solutions accordingly. Being an independent boutique agency, Boyd & her team stop at nothing when it comes to helping people. Boyd and her agency have been known to take chances with an untraditional approach if it is what is best for the client.

Their years of expertise and drive to find the best options for their clients have proven themselves repeatedly with the constant stream of client referrals.

Boyd and her agency are not seen as your typical sales organization, but rather as an educator and advisor. They learned early on that the sell is half the battle, but once a plan is in place, that is where the magic with her team really happens. Like an orchestra, their clients see the musical melody with seamless support which makes the client's lives less stressful.

As the demands placed on running businesses increases, they found their niche in a concierge approach to being all they can to support their clients. Whether it is HR support, education, technology, payroll partners, wellness options, legal partners, etc., they find a way to help. They don't limit themselves to only group, or only individual, or only traditional plans. This less than popular approach has helped them be a viable resource to the individual purchaser, the employer and employee's bottom line. They are accessible when their clients need them most.

Through their hard work, grit, and adaptability to change, paired with their desire to truly help people, they have quickly become ranked as one of the top agencies and have never once had to buy a lead and continue to operate as a debt-free business, with constant growth.