How the SHOP Marketplace will work

1. **Create an account**
   First provide some basic information. Then choose a user name, password, and security questions for added protection.

2. **Apply**
   In order to be eligible to use SHOP, your business must meet certain eligibility requirements. When you apply you'll enter information about your business, including all employees eligible for coverage.

3. **Pick a Plan**
   You'll see all the plans available to you and can compare price, coverage, and other features side-by-side. Choose a plan that meets your needs and decide how much you'll pay toward employee coverage.

4. **Enroll**
   Let your employees know they can sign up for coverage. Coverage starts as soon as January 1, 2014 and can begin any time after that.

HealthCare.gov
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