

Our Core Values: AI-Native, Human-Centered

Benbase is a modern, AI-native benefits brokerage that removes complexity, empowers people, and helps businesses take care of their employees better.

The benefits industry is full of confusion, bureaucracy, and inefficiency—but that's exactly why we exist. We challenge the way things have always been done, using AI to drive precision and clarity, while never losing sight of what matters most: the people we serve.

Here's **what we believe**—and how we work together to make it happen:

1. Human First 🤝

AI-native, people-centered

We lead with empathy, transparency, and integrity. Every decision we make—from product development to client interactions—must enhance trust, clarity, and well-being for real people navigating complex benefits decisions.

2. Embrace Reinvention 🚀

Question. Innovate. Redefine.

The benefits industry is outdated, slow and needlessly complex—we're here to change that. We thrive on curiosity, challenge assumptions and rethink what is possible. By cutting through complexity and dismantling bureaucracy, we lead the industry toward smarter, better solutions.

3. Grit & Tenacity 💪

We persist when others give up

The benefits industry is full of red tape and roadblocks, but we thrive in untangling complexity. We show up for our clients and each other with resilience, adaptability, and determination to find a better way.

4. Mastery & Rigor 🎯

Precision in data, depth in expertise

We are obsessive about accuracy and clarity. In a world where errors can have real financial and personal consequences, we uphold the highest standard of expertise—leveraging AI without losing the human intelligence that makes our solutions powerful.

5. Lead for the Long Haul 🌍

Think beyond the transaction—build for trust

Our clients don't just need quick answers; they need a reliable guide. We act with the mindset that we will work with every client and carrier again and again—fostering trust, proactive solutions, and partnerships that last.

6. Simplicity Scales ⚡

Extend, don't disrupt. Clarity over complexity.

Innovation isn't about making things more complicated—it's about making them work better. We prioritize plain language, intuitive solutions, and efficiency, so that scaling excellence is seamless, not chaotic.