



COVERED  
CALIFORNIA

# Covered California Storefront Application

# Submitting A Storefront Application

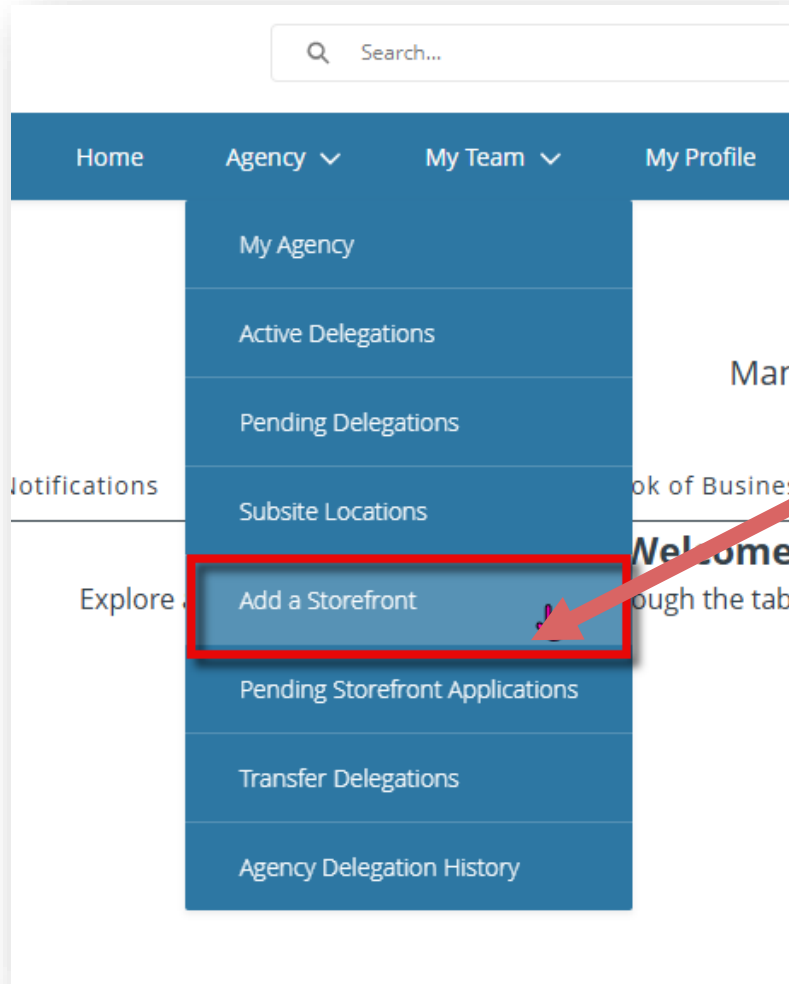
## Benefits:

- **Improved** authenticated user experience
- **Prepopulate** enroller account information for faster submission
- **Enhanced tracking** of enrollers assigned to each storefront location
- **Better accuracy** in representing languages served
- **Streamlined** review and approval process by Covered California

**Launched on May 12, 2025**

**New Application Available  
in Covered California  
Enroller Portal**

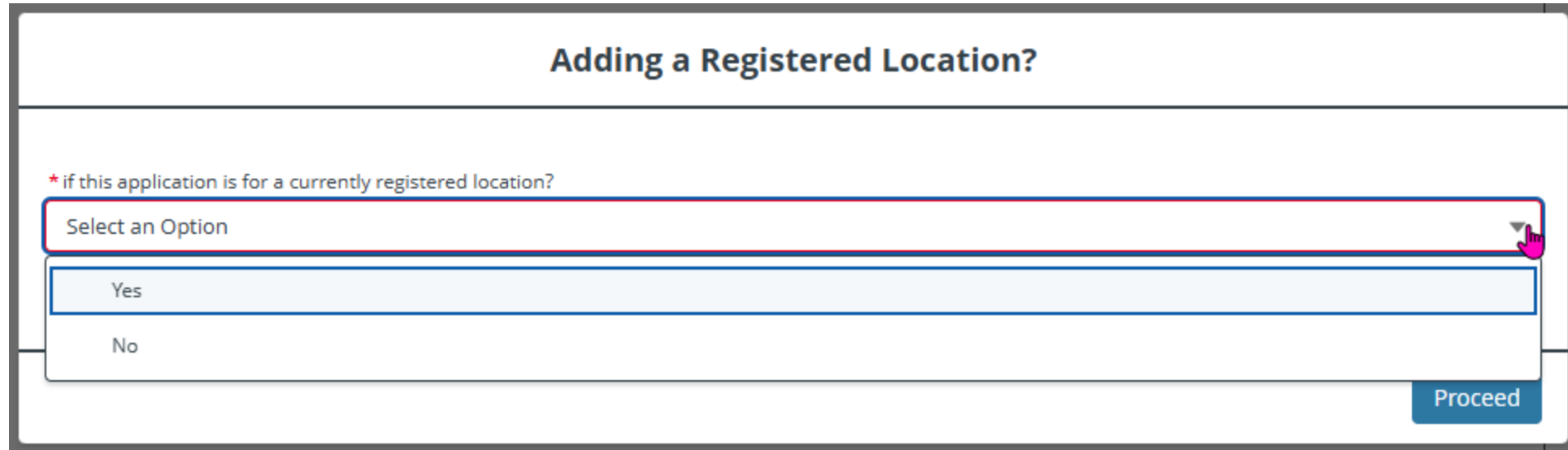
# ACCESSING THE NEW STOREFRONT APPLICATION



User Roles that are provisioned to make changes on behalf of the Agency/Entity can submit a Storefront Application:

Agency	Entity
Authorized Signer Agency Manager 1&2 Approved Admin Staff 1&2	Primary Contact Authorized Contact

# SAVE TIME WITH PRE-POPULATED DATA

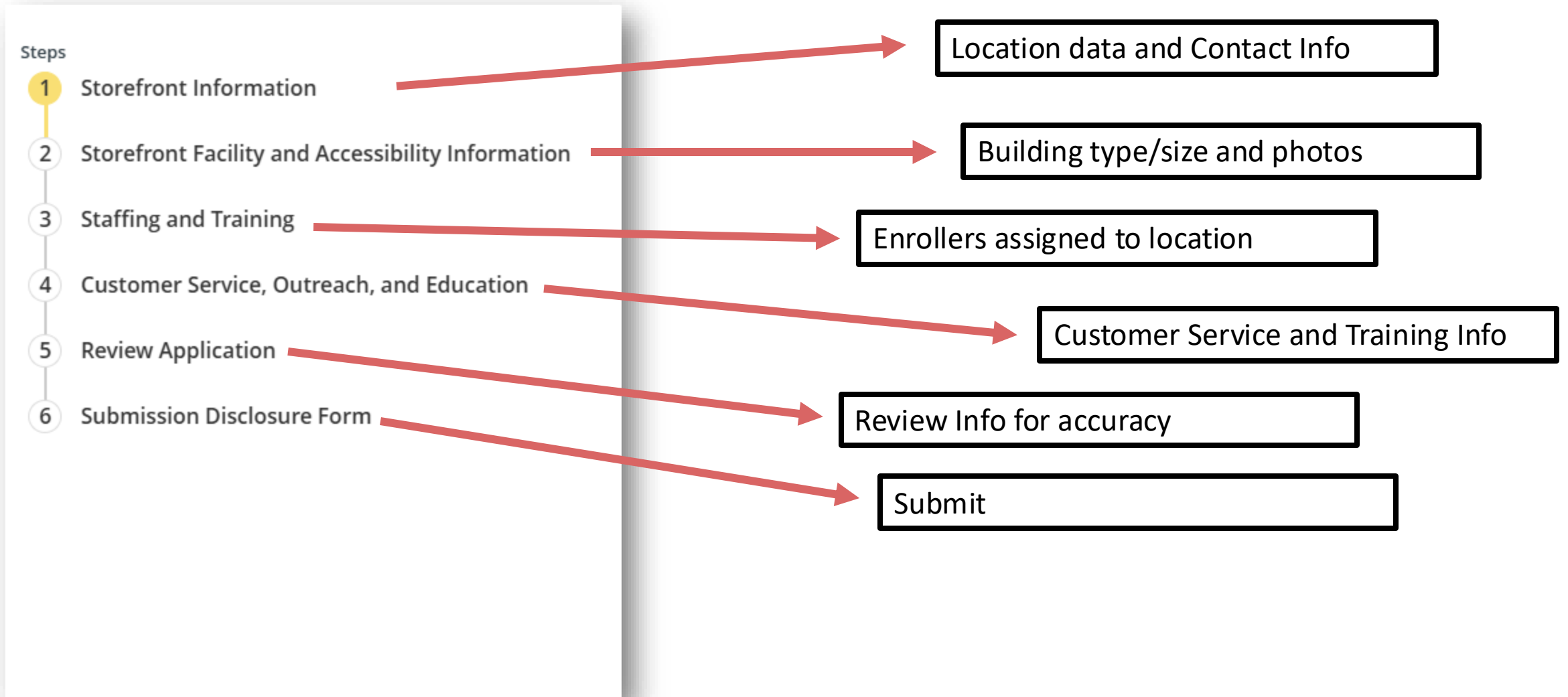


The screenshot shows a web form titled "Adding a Registered Location?". Below the title is a red asterisk followed by the text "if this application is for a currently registered location?". There is a dropdown menu with the text "Select an Option" and a downward arrow. The dropdown menu is open, showing two options: "Yes" and "No". A pink hand cursor is pointing at the dropdown arrow. At the bottom right of the form is a blue button labeled "Proceed".

Selecting **“YES”** will bring up a list of your locations and will populate contact/location information

Selecting **“NO”** will require all fields to be completed

# STOREFRONT APPLICATION SECTIONS



# PAGE 1 STOREFRONT INFO

Most Information will  
prepopulate if you are  
applying for a location  
already listed in your  
Enroller Portal

✓

✓

✓

## Storefront Information

Storefronts will be listed on Covered California's storefront locator. Consumers will be able to search for a storefront location by zip code, hours, and languages spoken.

To be considered for the program, please submit a completed application. All Applicants will be notified if selected, or not selected. Covered California seeks to provide adequate store front coverage in all rating areas and based on geographic need.

▼ A : Storefront Contact Information

\* Is the Storefront location name (signage) the same as the legal business name ?

No

Street Address

1601 Exposition Blvd

Street Address Line 2

City

Sacramento

State

CA

ZIP Code

95816

County

Sacramento

Storefront Contact Name

Elle Camino

Storefront Phone Number

9165557777

Storefront Email Address

mystorefront@invalid.com

Storefront County of Residence

Sacramento

▼ B : Public Contact Information

\* Phone Number for Public Use

9165557777

\* E-mail Address for Public Use

mystorefront@invalid.com

Website Address

https://www.storefront.com

 COVERED CALIFORNIA

Covered California Roundtables

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August 12, 2025

# HOURS OF OPERATION

## ▼ C : Days and Hours of Operation

At a minimum, be open for business during core business hours (i.e. Monday – Friday, 9am – 5pm) preferably offering extended weekday and/or weekend availability. If your storefront availability is “by appointment only” and you are not allowing consumers to walk-in, you will NOT be selected for this program.

\* Monday Opening Time

8:00 AM

\* Monday Closing Time

5:00 PM

\* Tuesday Opening Time

8:00 AM

\* Tuesday Closing Time

5:00 PM

\* Wednesday Opening Time

8:00 AM

\* Wednesday Closing Time

5:00 PM

\* Thursday Opening Time

8:00 AM

\* Thursday Closing Time

5:00 PM

\* Friday Opening Time

8:30 AM

\* Friday Closing Time

5:00 PM

\* Saturday Opening Time

Closed

\* Saturday Closing Time

Closed

\* Sunday Opening Time

Closed

\* Sunday Closing Time

Closed

# FACILITY AND ACCESSIBILITY INFO

Applicants must submit **two** photos for review:

1. A photo of the interior of your storefront showing a **private enrollment area** where consumers can provide PII without other clients hearing them.
2. A photo of the exterior (front) of your Storefront that clearly displays the required Covered California signage.

**Storefront Facility and Accessibility Information**

A ————— B

**Prerequisites:**  
Commercial space with Covered California Signage prominently displayed. Signage must meet the following criteria:

- Certified Insurance Agent designation
- Signage must be in place for the duration of open enrollment
- Weatherproof Exterior Signage. Agents are responsible for meeting local municipal code requirements
- Total Exterior Signage must meet the minimum signage guidelines as mentioned on the prior page. If multiple signs are used to meet the total square footage requirement, then the minimum size per sign must be 2' x 3' or 6 square feet each
- All signage must be compliant with Covered California Branding Guidelines. Covered California Branding Guidelines can be found on our website at: [http://hbex.coveredca.com/agents/pdfs/CC\\_BrandStyleGuide\\_Agent\\_033114.pdf](http://hbex.coveredca.com/agents/pdfs/CC_BrandStyleGuide_Agent_033114.pdf)
- Signage must be visible and legible from the street


A photo of the interior and exterior of your business must accompany your application showing a clean, safe and professional environment. Office interior must be without clutter or potential hazards to potential clients.  
Follow all requirements and guidelines in the Agent Agreement <http://hbex.coveredca.com/agents/pdfs/Agent-Agreement-sample.pdf>, Brand Style Guide [http://hbex.coveredca.com/agents/pdfs/CC\\_BrandStyleGuide\\_Agent\\_033114.pdf](http://hbex.coveredca.com/agents/pdfs/CC_BrandStyleGuide_Agent_033114.pdf), and regulations at 10 CCR section 6800 et seq.

✓ A : Accessibility Information


\*What is the visibility from outside of your office that will become the storefront? (Check the one that apply)

Select an Option

\* Storefront Location: (Exterior)

 Upload Files Or drop files

\* Storefront Location: (Interior)

 Upload Files Or drop files

\* Is there parking onsite?

Select an Option

\* Is there street parking?

Select an Option

\* Are there paid parking spaces, lots, and/or garages/structures close by?

Select an Option

# LAYOUT AND SUPPORT

\*What is the square footage of the Storefront?

\*What is the total number of seats available for consumers in the reception/lobby area?

\*How many private offices or cubicles are set aside for confidential enrollment sessions?

\*What are the accessibility features for consumers with disabilities

\*What is your accessibility assistance for consumers with the application process?

\*What are your plans for assisting consumers who are non-English speakers?

Save for Later

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# ADDING STAFF TO YOUR LOCATION

**Staffing and Training**

A ————— B

▼ A: Enrollers

Please click "Add an Enroller" to add additional certified enrollers to this location. To submit the application, there must be a minimum of 1 enroller at the location.

Add an Enroller

FULL NAME	LICENSE NUMBER	LANGUAGES	ACTIONS
No Records Found.			

**Add Site Served**

\* Select Contact Name

bill

Bill Camino

Cancel Save

Save for Later Previous Next

Add all Certified Enrollers that will be assigned to work in this location  
To add Enrollers begin typing their name in the search bar

# STAFFING AND LANGUAGES SERVED

Languages will be populated based on the profile of the Enrollers you add to the location.

If you believe languages are missing, refer to Enroller Profile.

### Staffing and Training

✓

B

▼ A : Enrollers

Please click "Add an Enroller" to add additional certified enrollers to this location. To submit the application, there must be a minimum of 1 enroller at the location.

Add an Enroller

FULL NAME	LICENSE NUMBER	LANGUAGES	ACTIONS
Bill Camino	4H12345	English, Spanish	

This Storefront location has the ability to serve the following languages ⓘ

English

Spanish

▼ B : Staffing Approach

\* Enroller Training Process (Describe how you keep agents informed about Covered California updates)

\* Staffing Plan for Peak Enrollment Periods

Save for Later

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# CUSTOMER SERVICE INFORMATION

### Customer Service, Outreach, and Education

A

B

C

▼ A : Customer Service

Storefronts must provide educational, enrollment, and renewal assistance to walk-in consumers during the open enrollment period, and through the extended enrollment if necessary.

\* Describe your customer service approach at your storefront

\* Examples of Handling Consumer Complaints

▼ B : Outreach and Education

\* Would you be interested in participating in Covered California's Outreach and Sales Events?

Select an Option

▼ C : Additional Information

\* Years of Experience Enrolling in Health Insurance

\* Is health insurance your lead line of business, meaning it's 80% of your business?

Select an Option

\* Are you familiar with the Medi-Cal program and enrollment process?

Select an Option

\* Why do you believe this location is well suited to become a part of the Storefront Program?

\* Please provide any additional information that you feel is relevant to this application

# SUBMIT YOUR APPLICATION

## Submission Disclosure Form

### ✓ Instructions for Application Submission

Applications will be reviewed and only those who have submitted a complete application and are qualified will be selected. Covered California seeks to provide adequate storefront coverage in all rating areas and based on geographic need.

By submitting this application, you hereby attest that:

- You are an insurance agent who is currently certified with Covered California via: <http://hbex.coveredca.com/agents/training/>
- You have read, understand, and agree to the guidelines.
- You have the authority to enter into this agreement on behalf of your organization.
- All information provided herein is complete and accurate and you will notify Covered California of any changes.
- You grant Covered California the right and permission to use your name, your company name, and photographs of your storefront location. This use may include, but is not limited to, display on Covered California's website, promotional materials, social media posts, training curriculum, and marketing content. Thank you for your partnership and collaboration.
- You will remain in compliance with all applicable agreements and regulations pertaining to your certification with Covered California throughout the term of this program.
- You understand that Covered California reserves the right to accept or reject any application if it does not meet the criteria outlined herein, or for other reasons not included in the program guidelines.

**\*NOTE:** If you are not selected to be listed on the Covered California website, Covered California still encourages you to use co-branded signage to promote in-person assistance. This is a very effective way for Agents to create awareness within their community and increase their walk-in traffic. After an application has been submitted, you will receive an e-mail within 2-3 business days.

If you have any questions regarding this program please send an email to: [Storefront@covered.ca.gov](mailto:Storefront@covered.ca.gov)

☒ I declare under penalty of perjury that the foregoing is true and correct.

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Submit

# MY STOREFRONT APPLICATIONS

Search...

Home Agency My Team My Profile My Delegations Resources Help

Locations  
All My Applications

2 items • Sorted by Location Name • Filtered by My Location

Search this list...

New Printable View

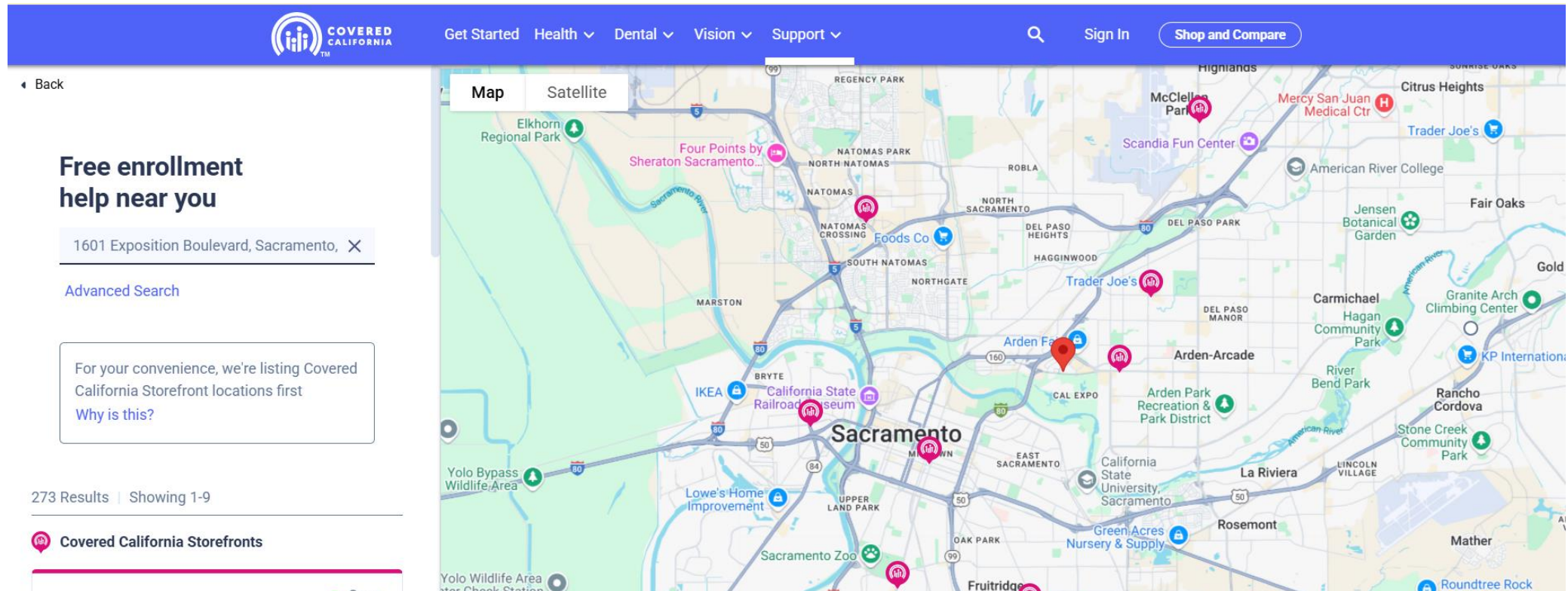
	Location Name	Record Type	Physical Street Address	Physical City	Physical Zip Code	Created By	Created Date
1	10700 Folsom Blvd	Agency Location	10700 Folsom Blvd	Rancho Cordova	95670	Elle Camino	8/6/2025 1:42 PM
2	1601 Exposition Blvd	Agency Location	1601 Exposition Blvd	Sacramento	95816	Elle Camino	8/6/2025 4:04 PM

View your in progress or submitted applications. You can change the view by selecting the down arrow as shown above.

# NEXT STEPS

After you have submitted your Storefront application, it will be sent to the Storefront Team to review.

Upon Approval your location will be displayed in the Find an Enroller Tool, helping to connect consumers in your area to your location.



# Available Resources in the Storefront Toolkit

Covered California Storefront signage must meet the following requirements:

1. Must be Covered California branded and follow the [Covered California Branding & Marketing guidelines](#).
2. Must be clearly visible and legible from the street.
3. Display the appropriate sign for your enroller type (for example, if you are a certified agent, use signs that state "Certified Insurance Agent").
4. Storefronts located in commercial buildings where owners do not allow for exterior signage in front of the building should place signage in the lobby of the building or by the sidewalk.
5. Storefront signage size requirement:



# Frequently Asked Questions

Question	Answer
How long will it take for my application to be reviewed and approved?	Most applications are reviewed and approved within 2-3 business days.
How long will it take for my location to be displayed in the Find an Enroller Tool?	It can take 7-10 days for your location to be displayed in the Find an Enroller Tool.
Once my location is approved can I self serve for any updates?	While you can make updates to some information such as hours of operation and contact information, it is best practice to also reach out to <a href="mailto:storefront@covered.ca.gov">storefront@covered.ca.gov</a> so we can ensure the updates are displayed in the Find an Enroller Tool.
How do I get the approved signage for my location?	Please refer to the Storefront Toolkit or reach out to your Field or Account Representative for more information.

# Resources

Resources:

[Storefront Toolkit](#)

[Find an Enroller](#)

[your Account/Field Representative](#)