



Facts About Kehrер-LIMRA

Banks and credit unions are an integral channel of annuity and life insurance distribution. As the leading provider of information and consulting services on financial institutions as financial service stores, Kehrер-LIMRA can meet the needs of organizations trying to break into this emerging market. Kehrер-LIMRA's studies of sales penetration, profitability, compensation, and compliance help decision-makers understand the key drivers of success in the industry. Kehrер-LIMRA, a subsidiary of LIMRA, serves its customers with:

Research

Kehrер-LIMRA provides customers with access to a rich base of industry knowledge gathered from regular surveys of banks, credit unions and product providers. The proprietary research on bank distribution of insurance and investment products helps companies understand the underlying trends in the market. Fee and subscription-based research includes:

- The Kehrер Report
- Annual Bank Brokerage Studies
- Monthly Studies of Large Banks
- Monthly Studies of Small Banks
- Quarterly Studies of Large Banks
- Surveys of Insurance Companies

Consulting

Kehrер-LIMRA specializes in "information-based" consulting for both financial institutions and their product and service providers. We use a substantial base of proprietary information to help insurers, investment companies, securities firms, technology providers, and marketing organizations with challenges such as:

- Developing or improving a bank distribution strategy
- Product design
- Executive recruiting
- Mergers & acquisitions

Study Groups and Roundtables

Private industry Study Groups and Roundtables bring together hand-selected executives from financial institutions and their providers to discuss research findings and share their experience. Sample groups include:

- Platform Study Group
- Bank Life Sales Study Group
- Bank Brokerage Technology Roundtable
- Annuity Product Management Roundtable
- Retirement Income Roundtable

About LIMRA

LIMRA is a worldwide research, consulting and performance improvement organization that helps more than 850 insurance and financial services companies in 73 countries increase their marketing and distribution effectiveness. Visit LIMRA at www.limra.com.

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