

Advisors Staying in Qualified Market

Advisors aren't planning to change their approach as a consequence of the DOL fiduciary rule...



Only **2%** of advisors surveyed plan to exit the qualified market due to the current environment



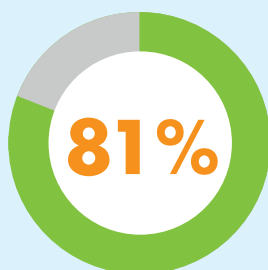
76%
Over three quarters of advisors who aren't already in the qualified market have no plans to enter

Of those Staying

84% Plan to continue selling investment products in the qualified market at similar levels

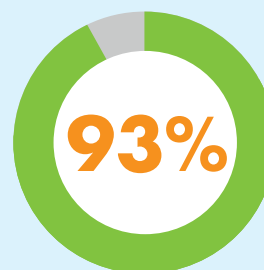


16% Plan to continue selling investment products in the qualified market but not as much as in previous years



The majority of advisors aren't planning to change their affiliation model* in the next 12 months

*For example, moving from career agent or full service BD rep to independent agent



Most plan to stay in the financial services sales industry for the next two years

METHODOLOGY

LIMRA conducted a quantitative advisor survey in the fourth quarter of 2016 to explore the impact of the Department of Labor (DOL) Fiduciary Rule. 1,161 individuals who sell retail insurance, investments, and financial services were surveyed.