Carrier Services Valued Most by Independent Financial Professionals

	very important*
 New business processing support (concierge service, guaranteed support times) 	84%
• Training and education (e.g., sales training, new product training)	67%
 Marketing Services (e.g., leads and business development support) 	67%
• Technology Management and Support (e.g., delivery and management of all practice-related technology)	63%
 Remote Sales Support (e.g., advanced markets and estate planning support) 	59%

*- Service rated whether or not the service is received. Source: LIMRA: *The Independent Financial Professional: Fitting into an Ever-Changing Environment*, 2014



Rated critical or very important*