



2025 DISTRIBUTION AND MARKETING CONFERENCE

Shaping Our Future

**Navigating the Digital
Age: Excelling in Talent
Acquisition and Retention**



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Where Are We Today? U.S. and CANADIAN Affiliated Distribution Channel

Overview

SALES CAPACITY



RECRUITING



RETENTION



PRODUCTION



Affiliated Distribution Channel Defined

CAREER

Agency-Building/Captive

An affiliated distribution system that uses FPs/career agents who primarily represent one company for the sale and service of individual life insurance products, including health, annuity, group life and health. They may also sell some property-casualty insurance.



MLEA

Multiple-Line Exclusive Agent

An affiliated distribution system that uses full-time career agents who represent one company exclusively and sell primarily property-casualty and may sell some life, health, and annuities.



Sample Companies

Companies with Affiliated Distribution Channel

CAREER
Equitable
Guardian Life
Knights of Columbus
MassMutual
Mutual of Omaha
New York Life
Northwestern Mutual
Prudential
Thrivent Financial for Lutherans

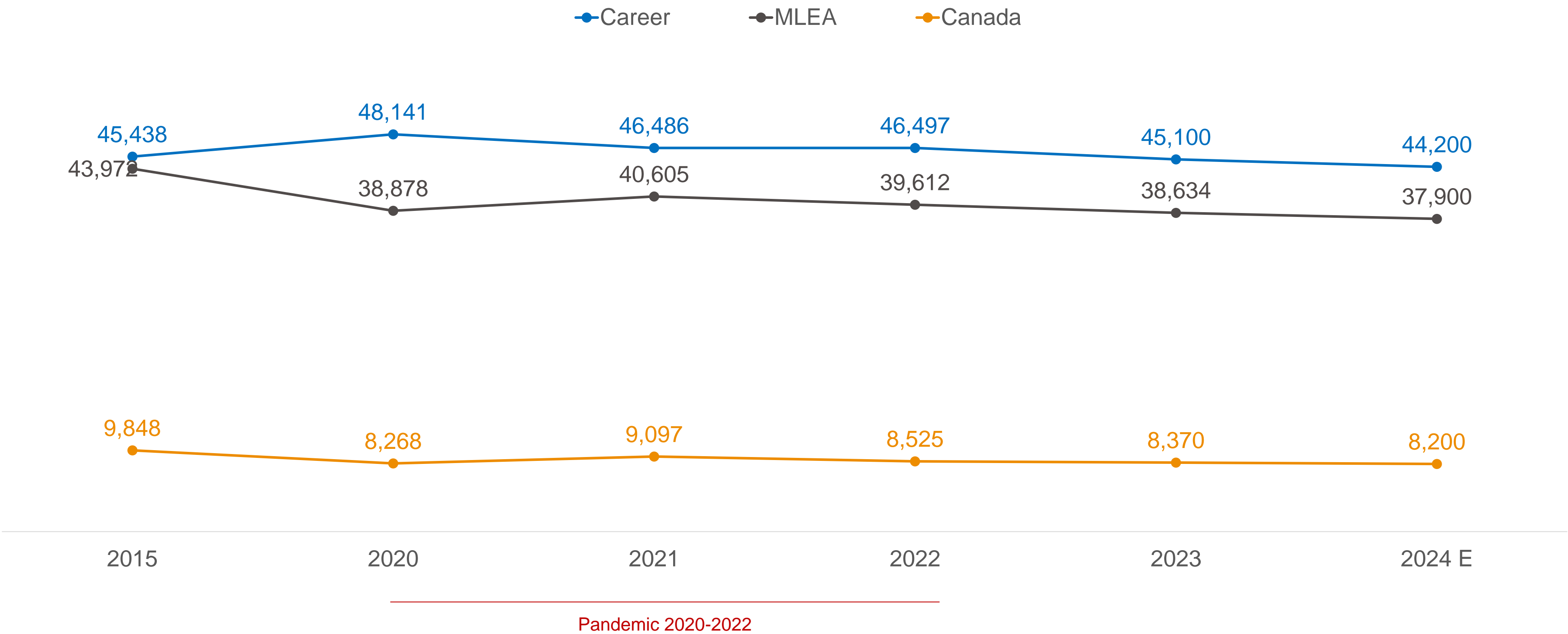
MLEA
Alfa Life
American National
Country Financial
Farm Bureau Financial
Farm Bureau Life of Michigan
Farmers
Horace Mann Life
State Farm

CANADA
Beneva
Industrial Alliance
RBC Insurance
Serena Life
Sun Life Financial

Career = Agency-Building; MLEA = Multiple-Line Exclusive Agent

Number of Affiliated FPs

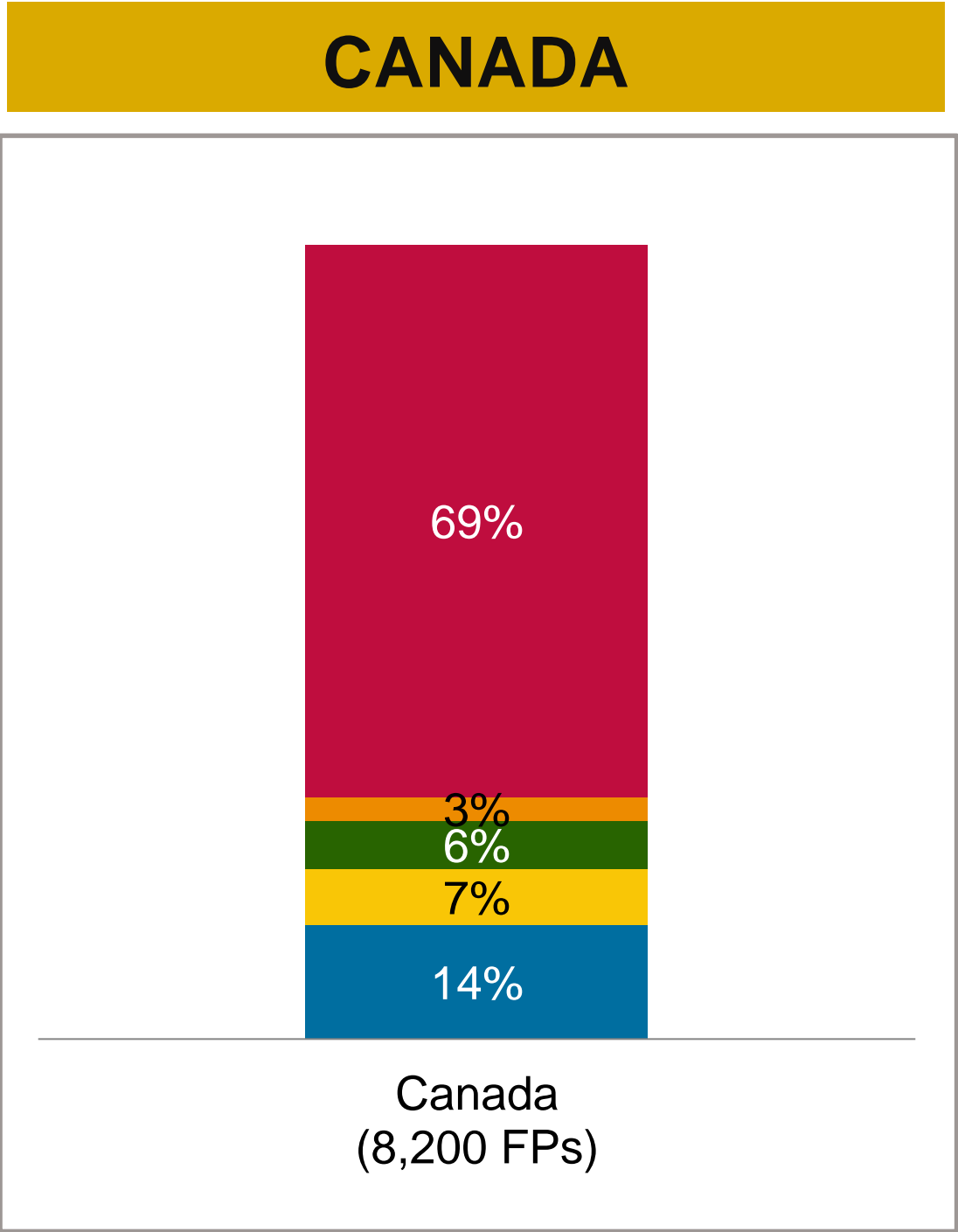
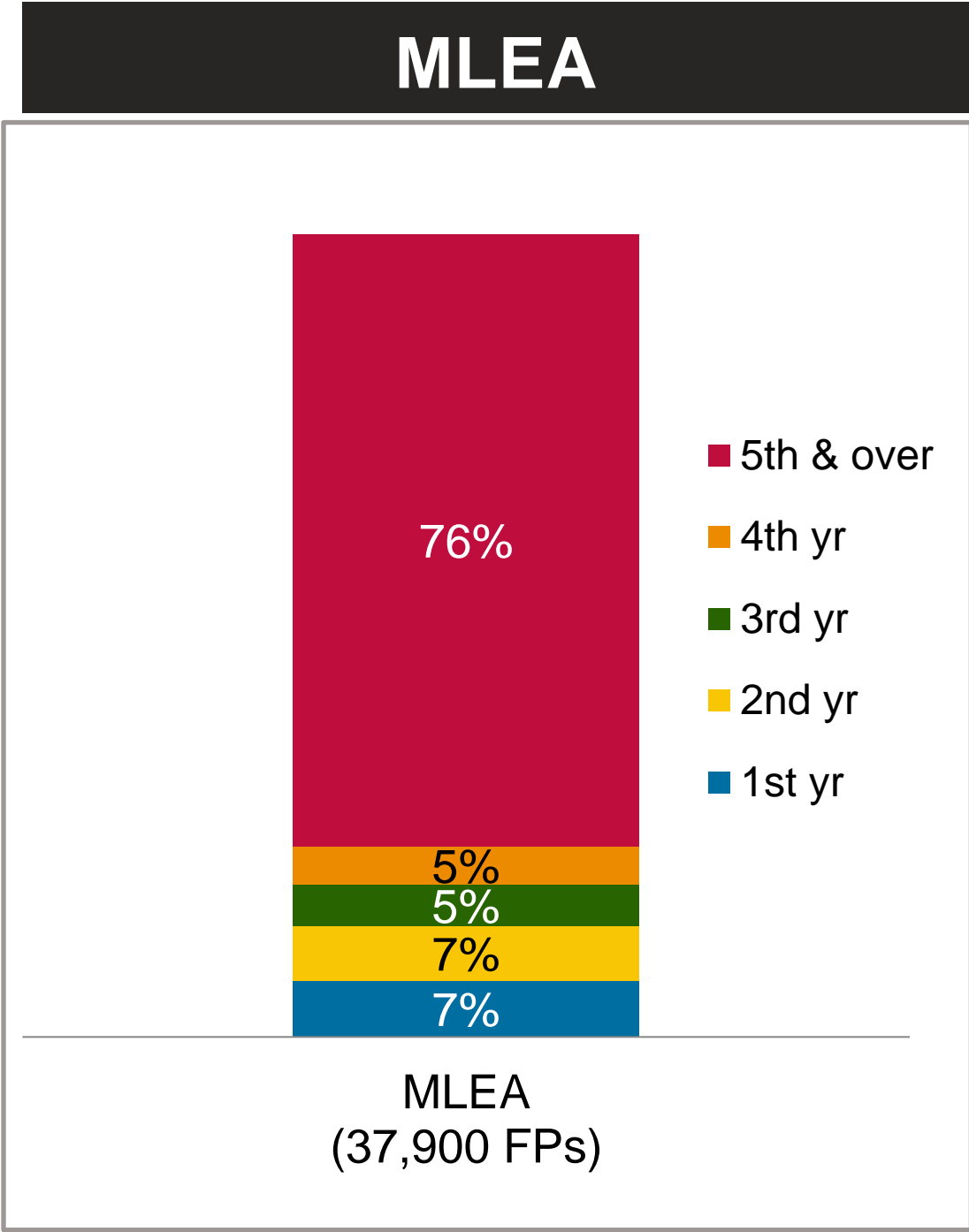
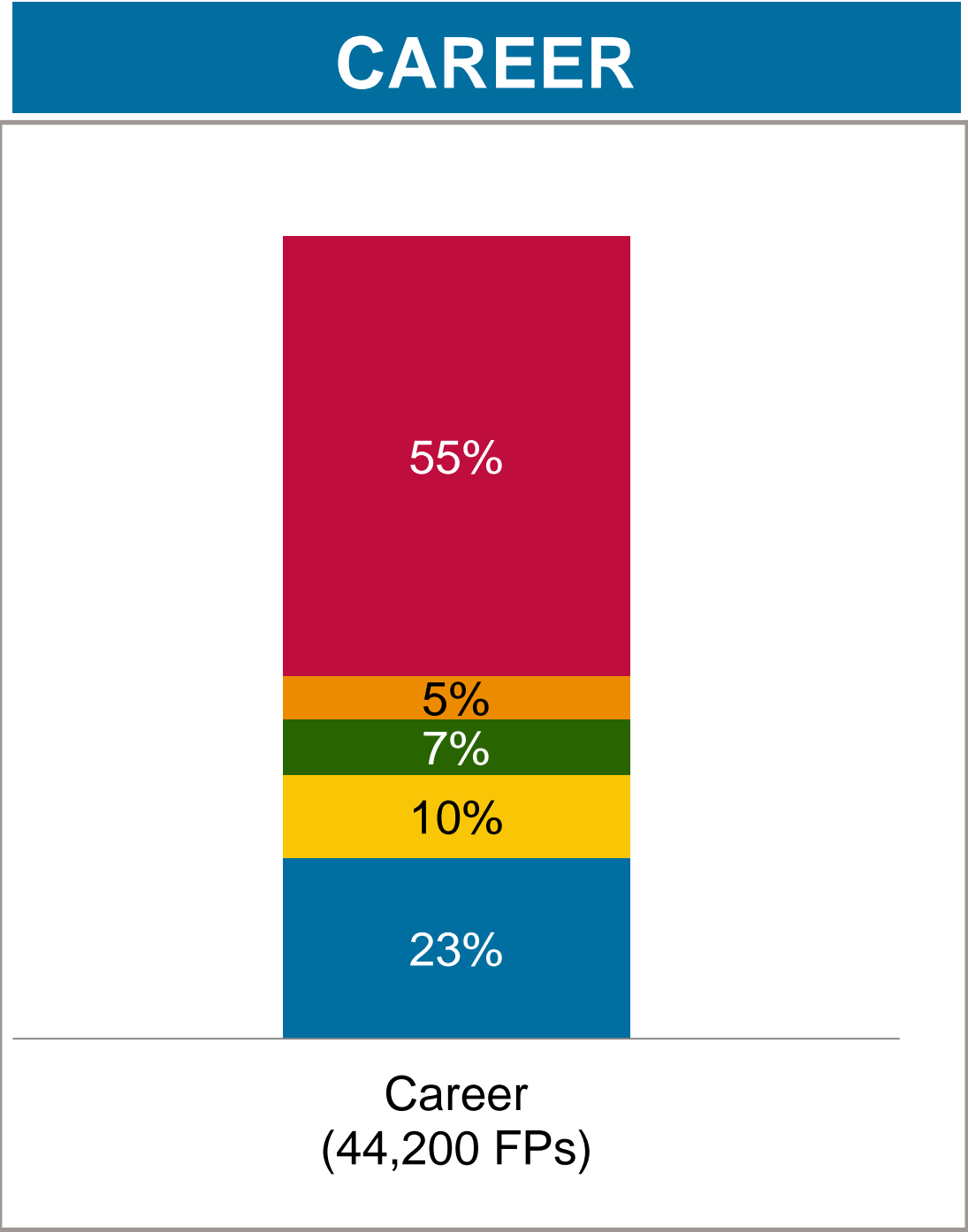
Constant Groups



Source: FP (Agent) Production & Retention, MLEA Compensation, Production & Retention, Canadian Sales Force & Retention, LIMRA

Distribution of FPs by Years of Service

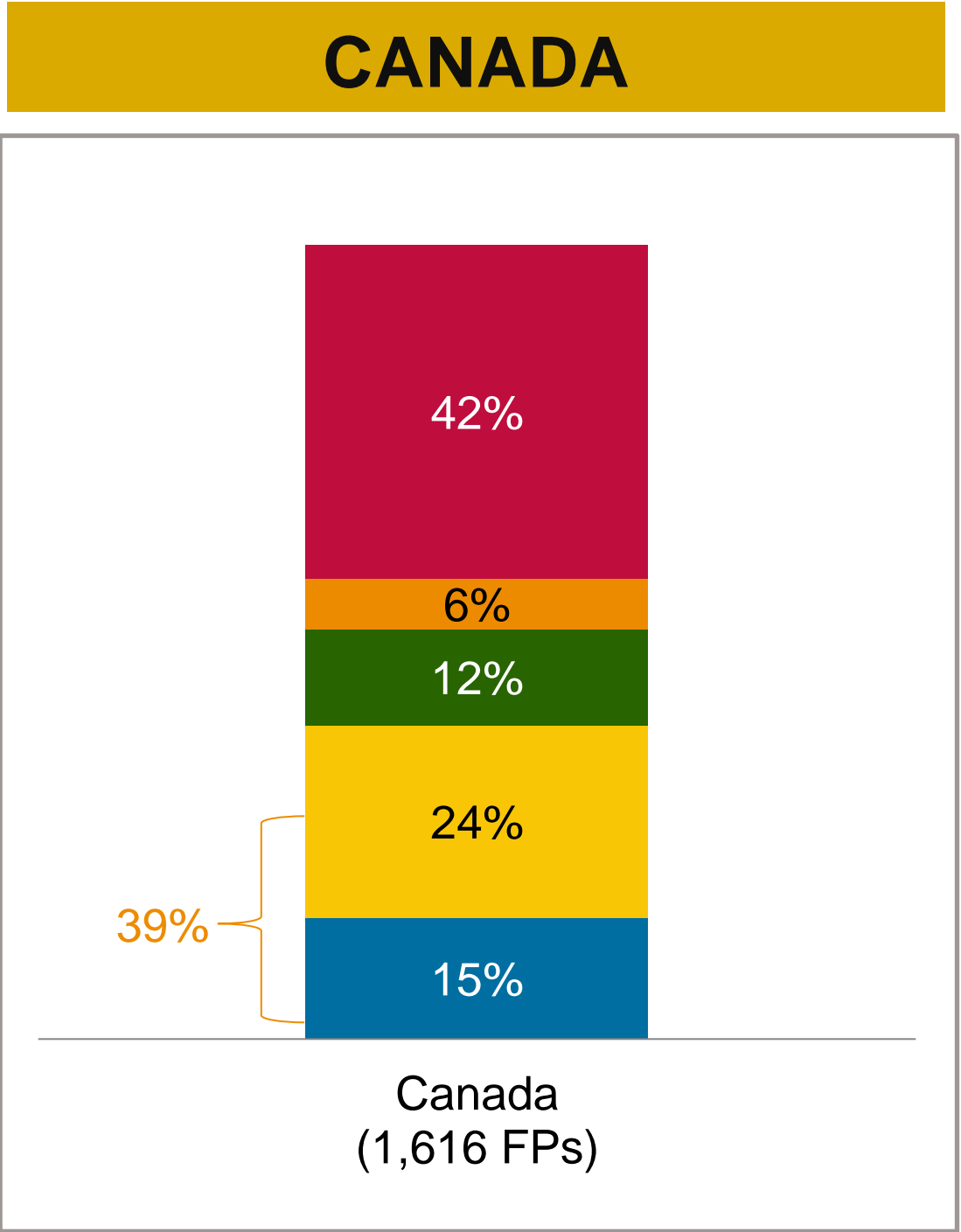
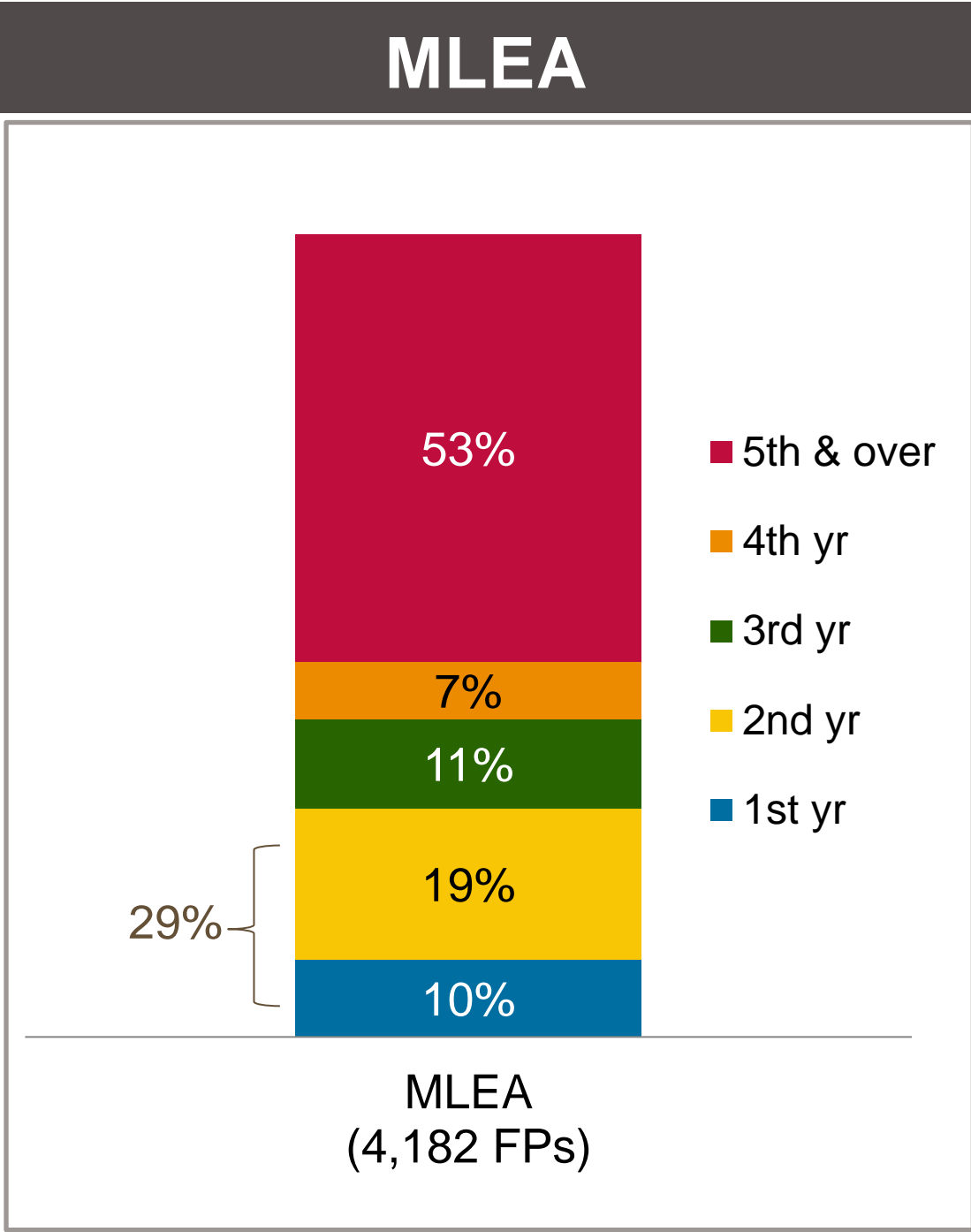
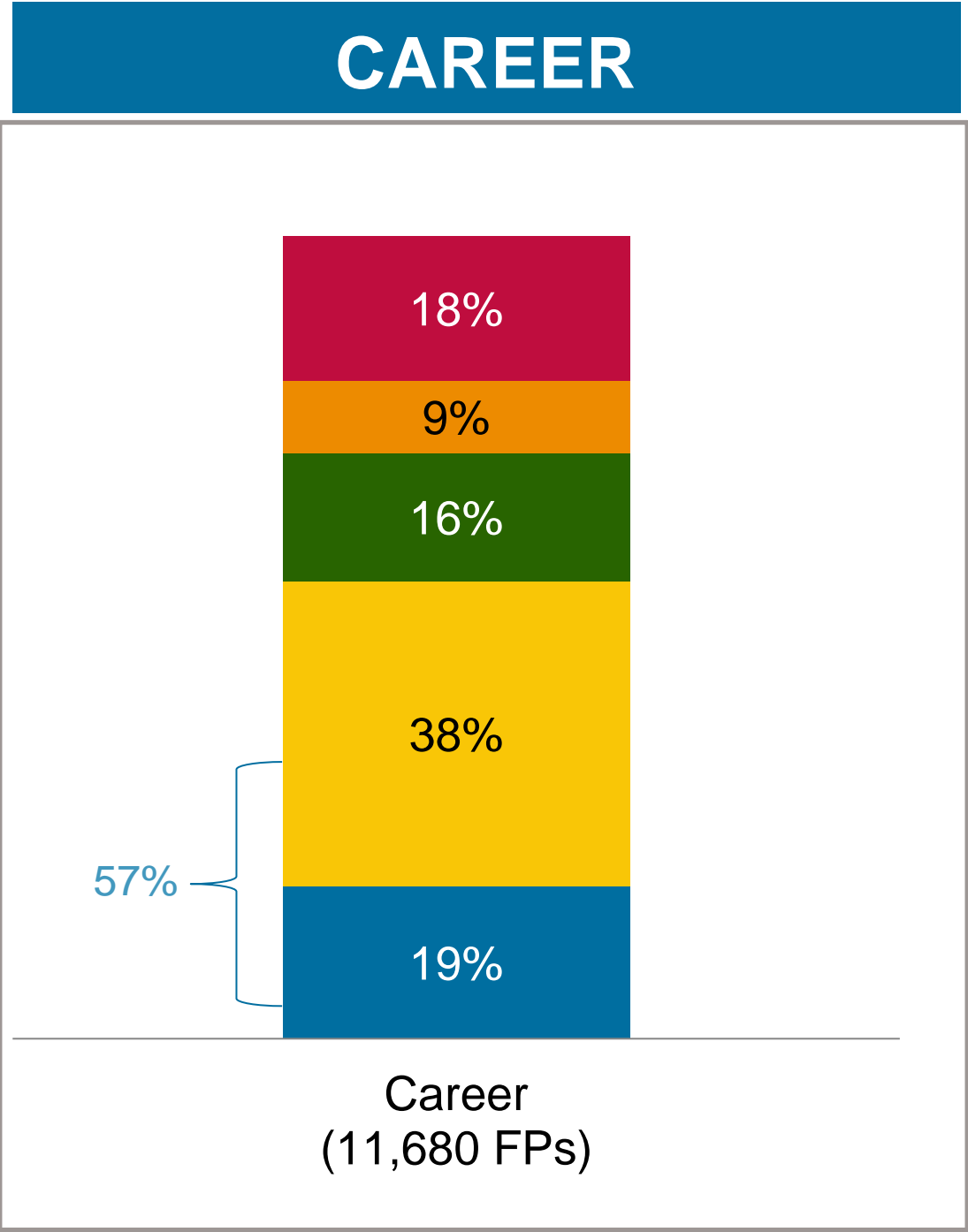
Constant Groups



- 5th & over
- 4th yr
- 3rd yr
- 2nd yr
- 1st yr

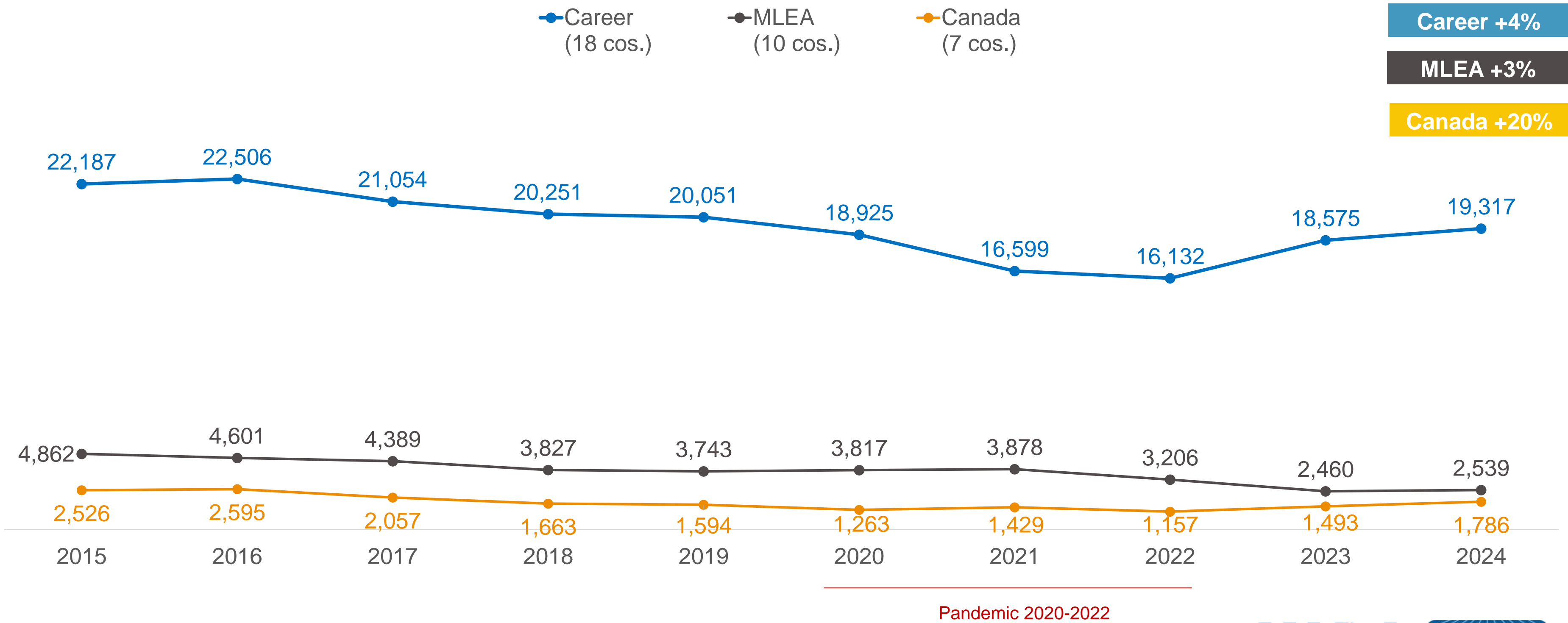
Distribution of Departures/Terminators by Years of Service

Constant Groups



Number of New Recruits

Constant Groups

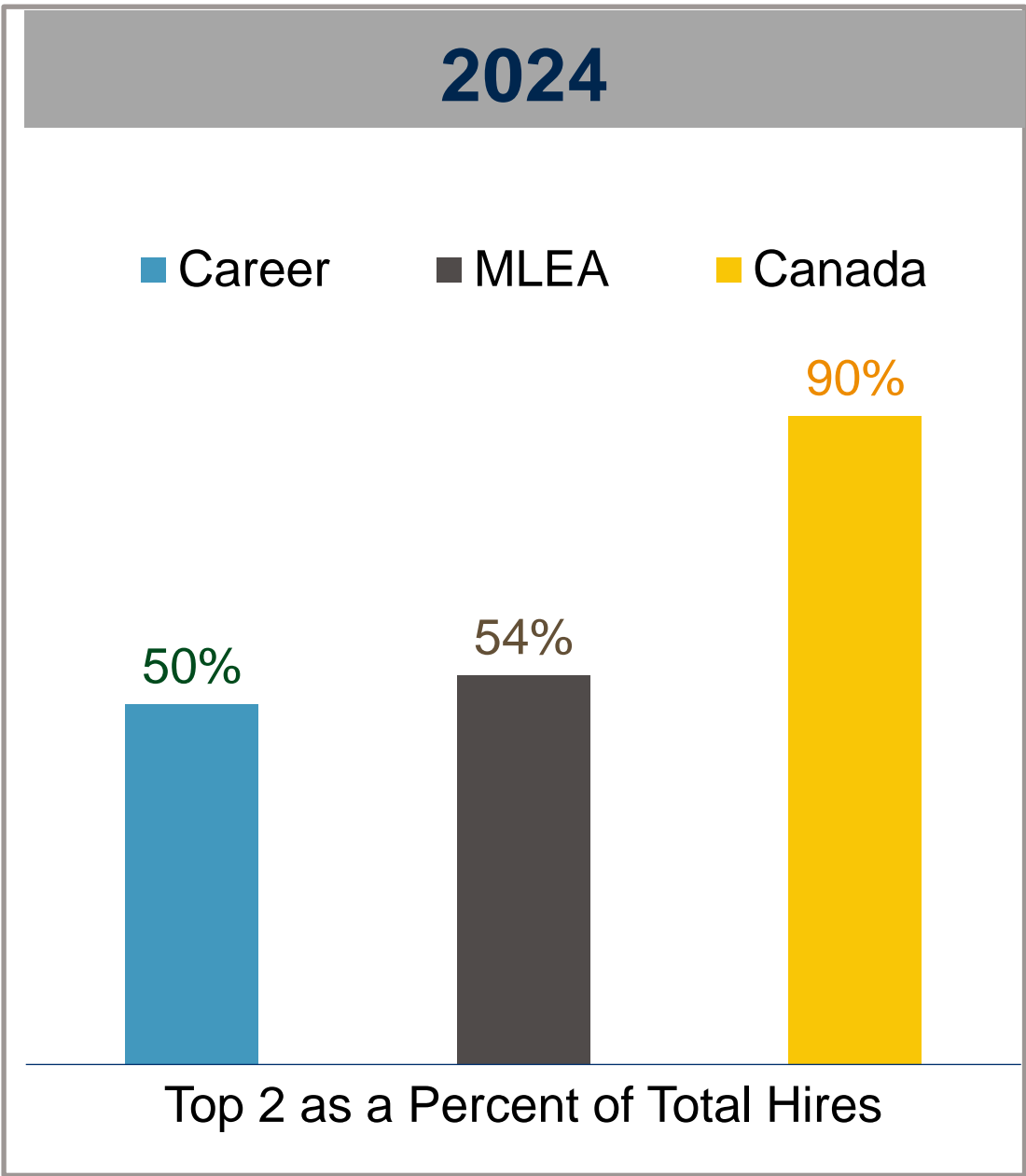
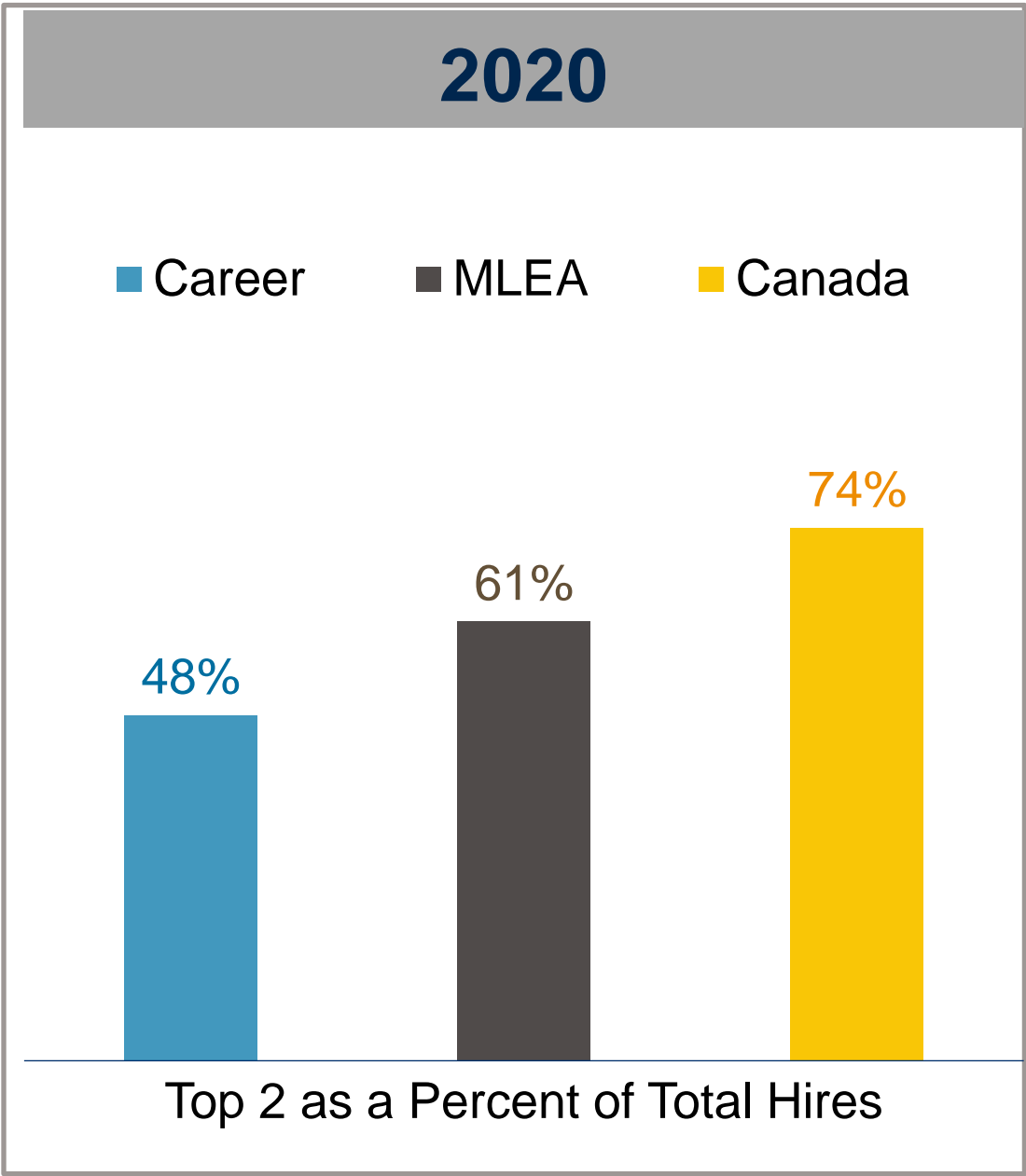
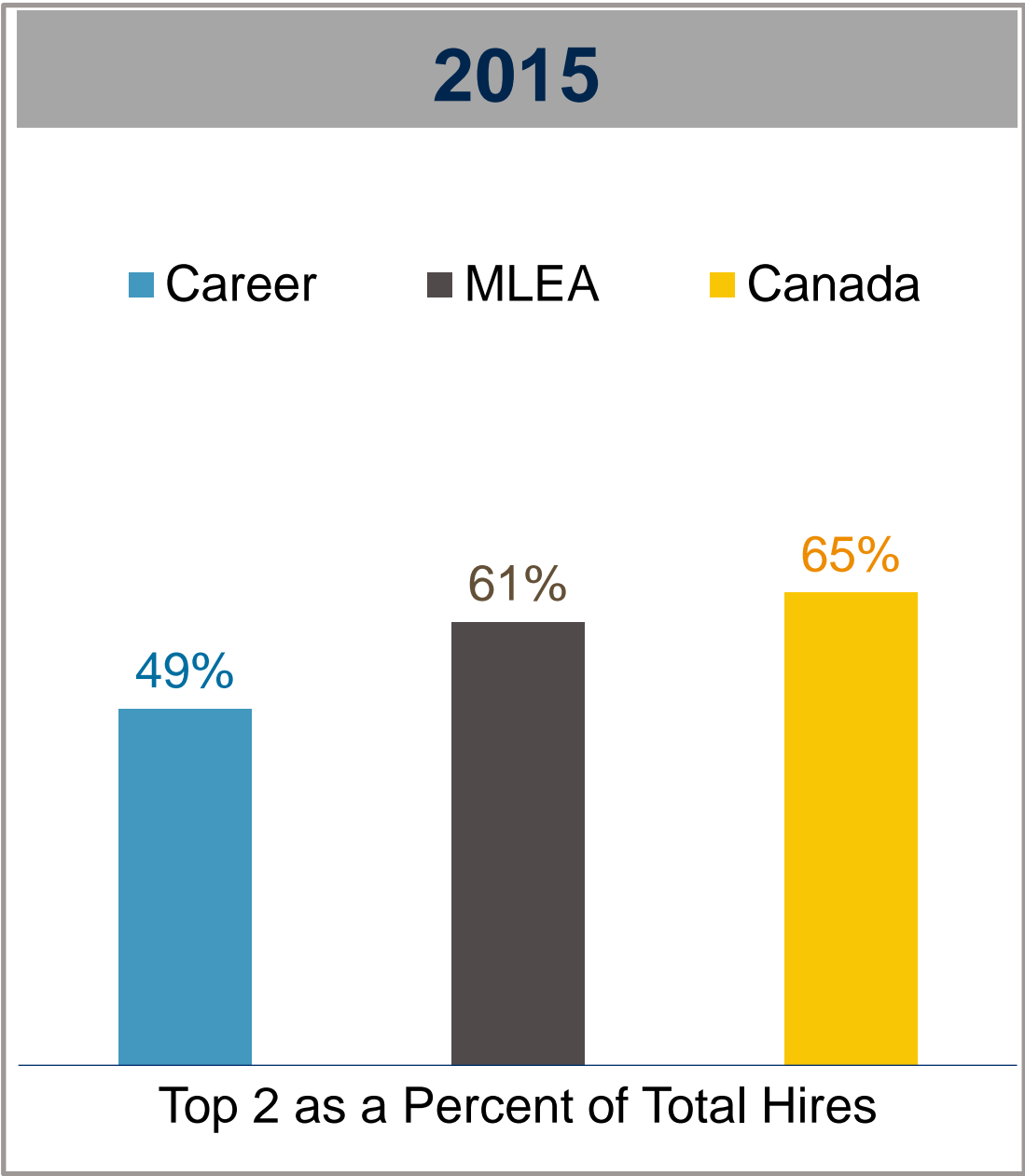


Source: Career FP (Agent) Recruiting, MLEA Recruiting, Canadian Recruiting, LIMRA



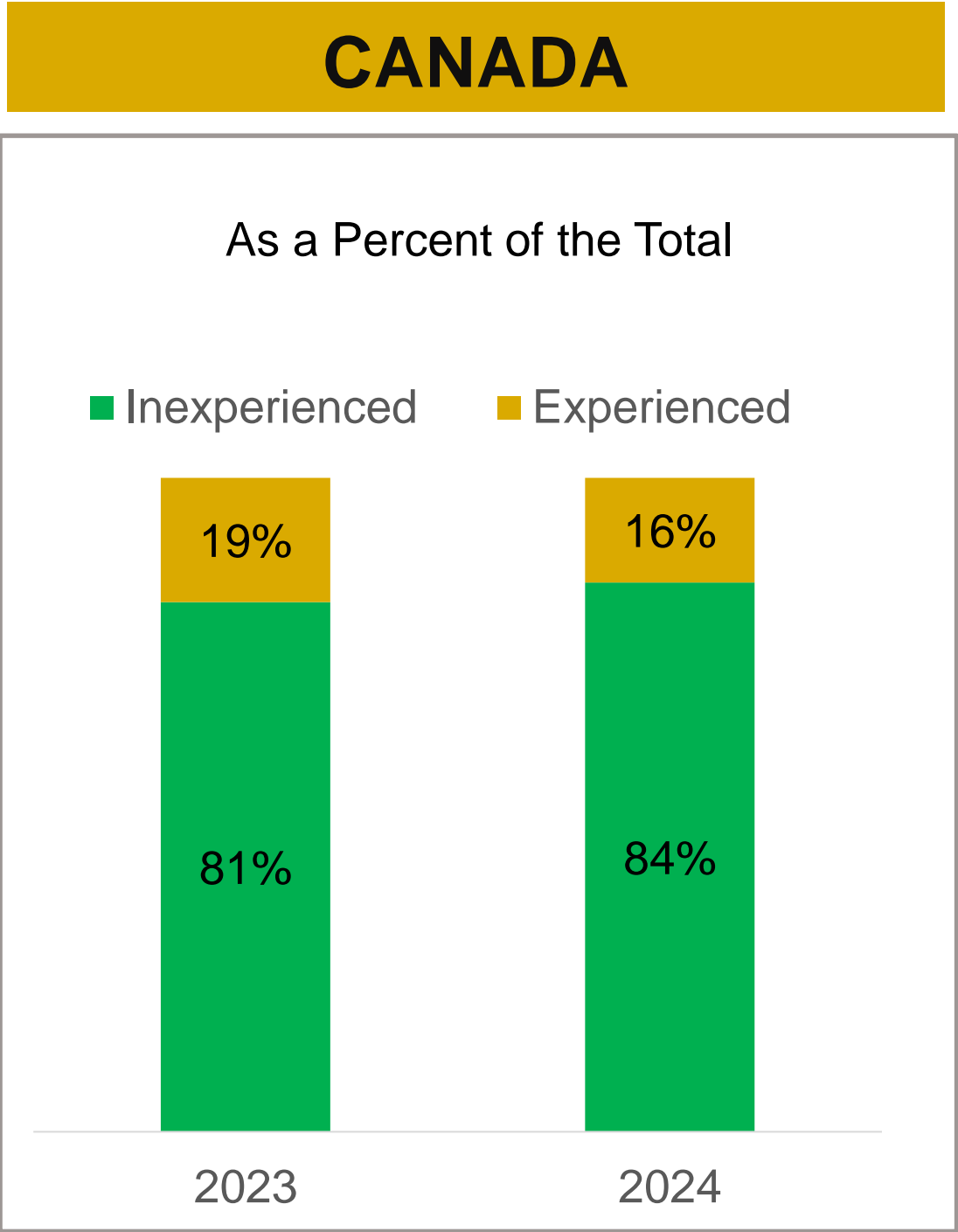
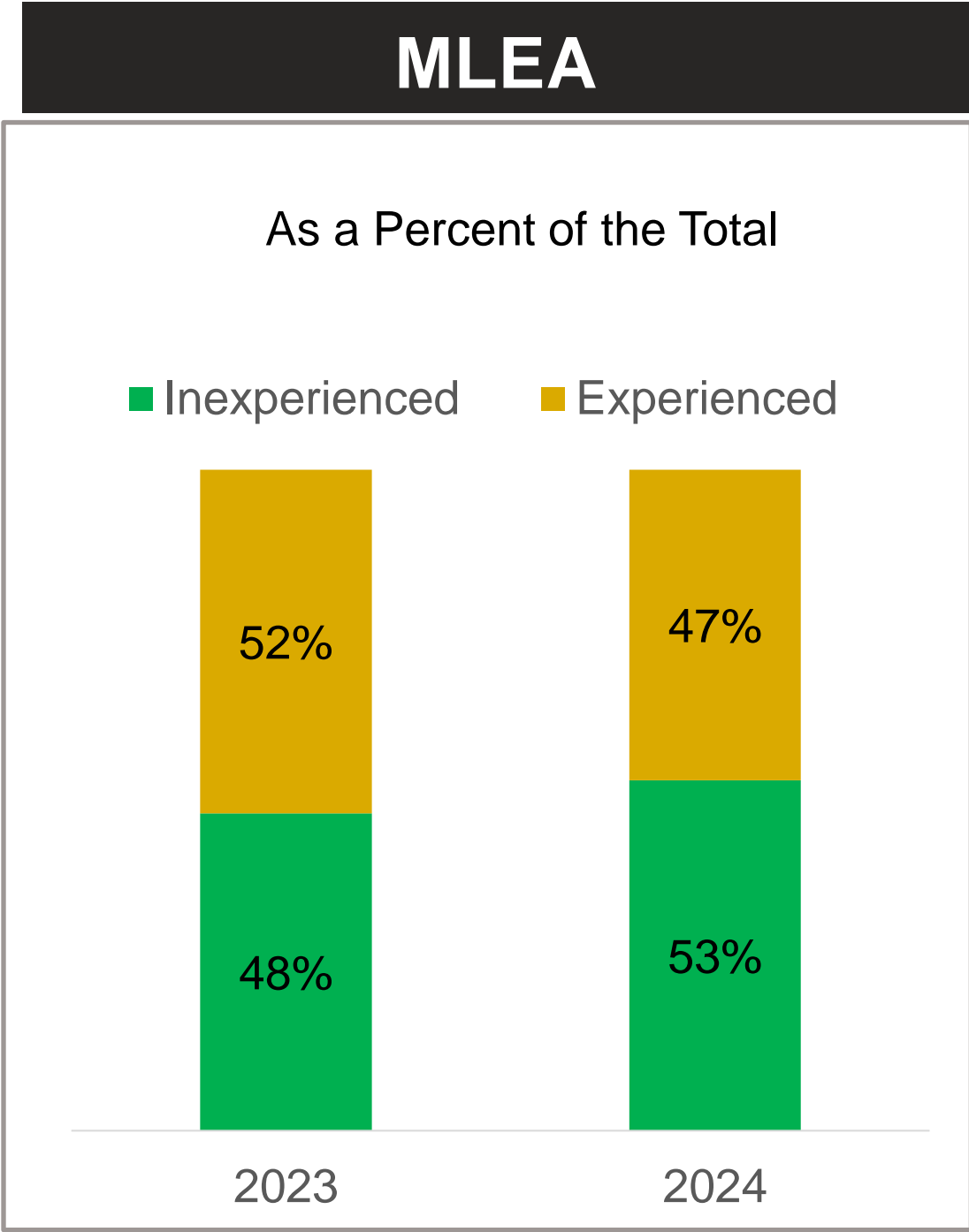
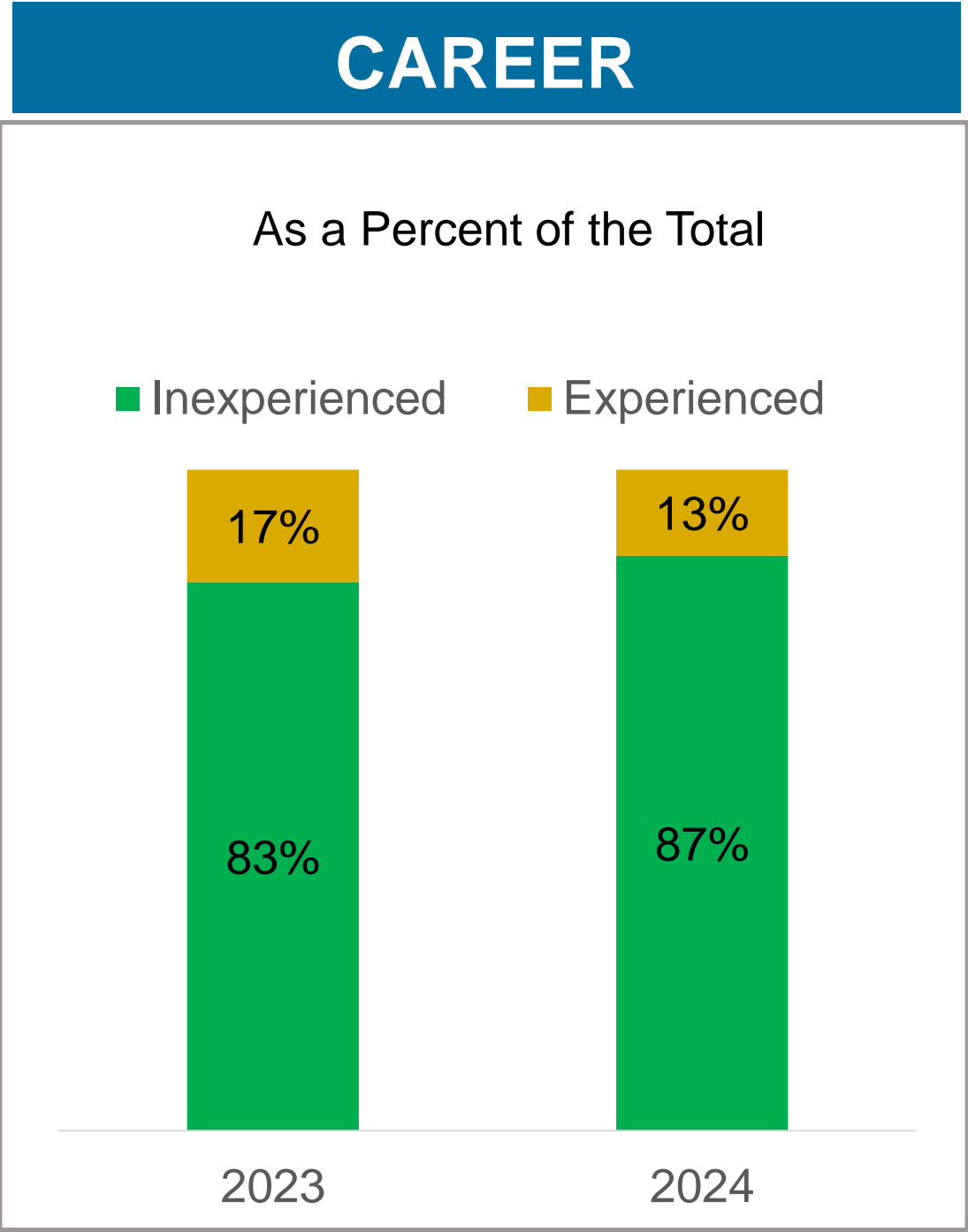
Top 2 Recruiting Companies

Constant Groups



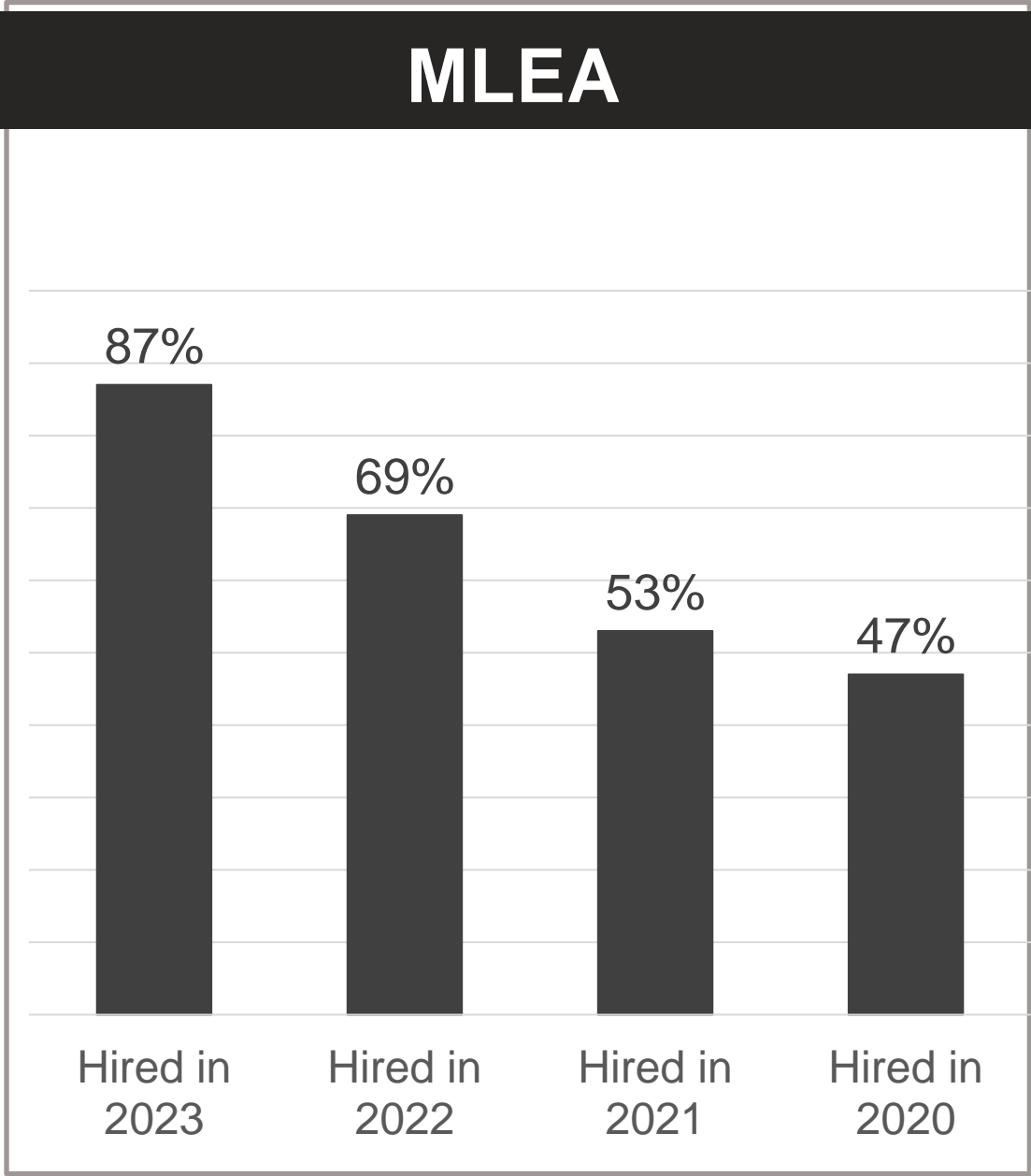
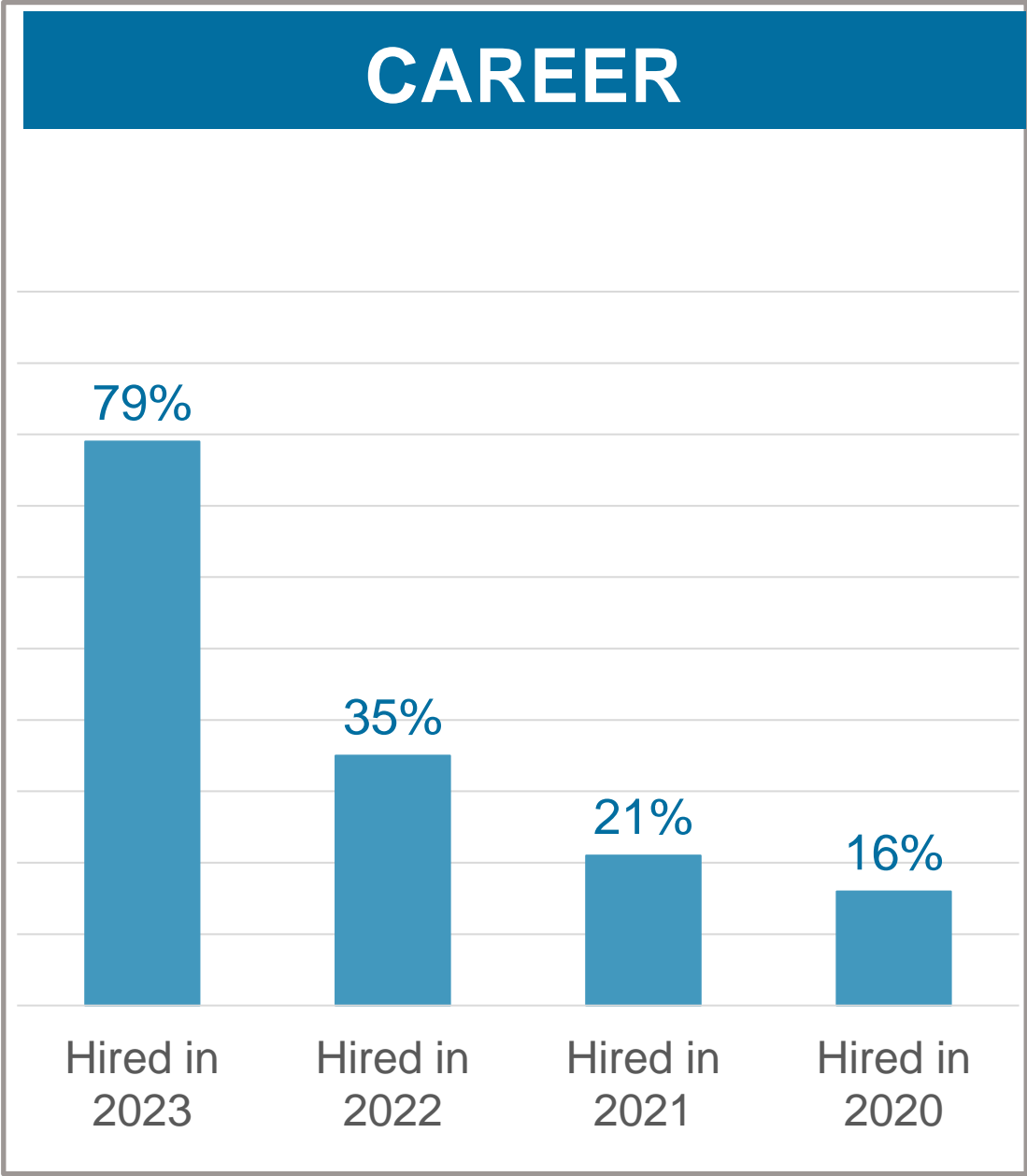
Experience Level at Time of Hire

Constant Groups



2023 Retention of FPs Originally Hired

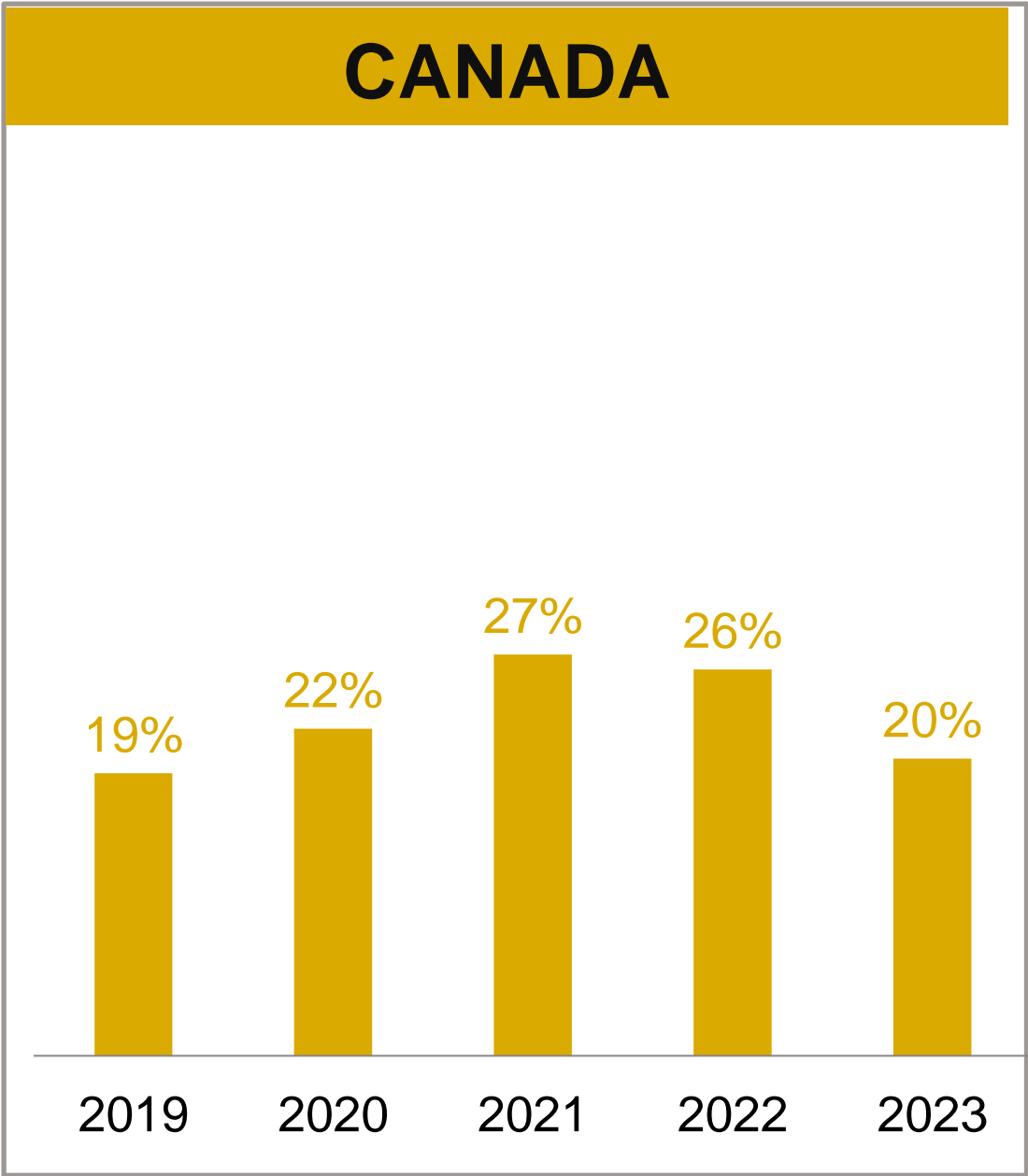
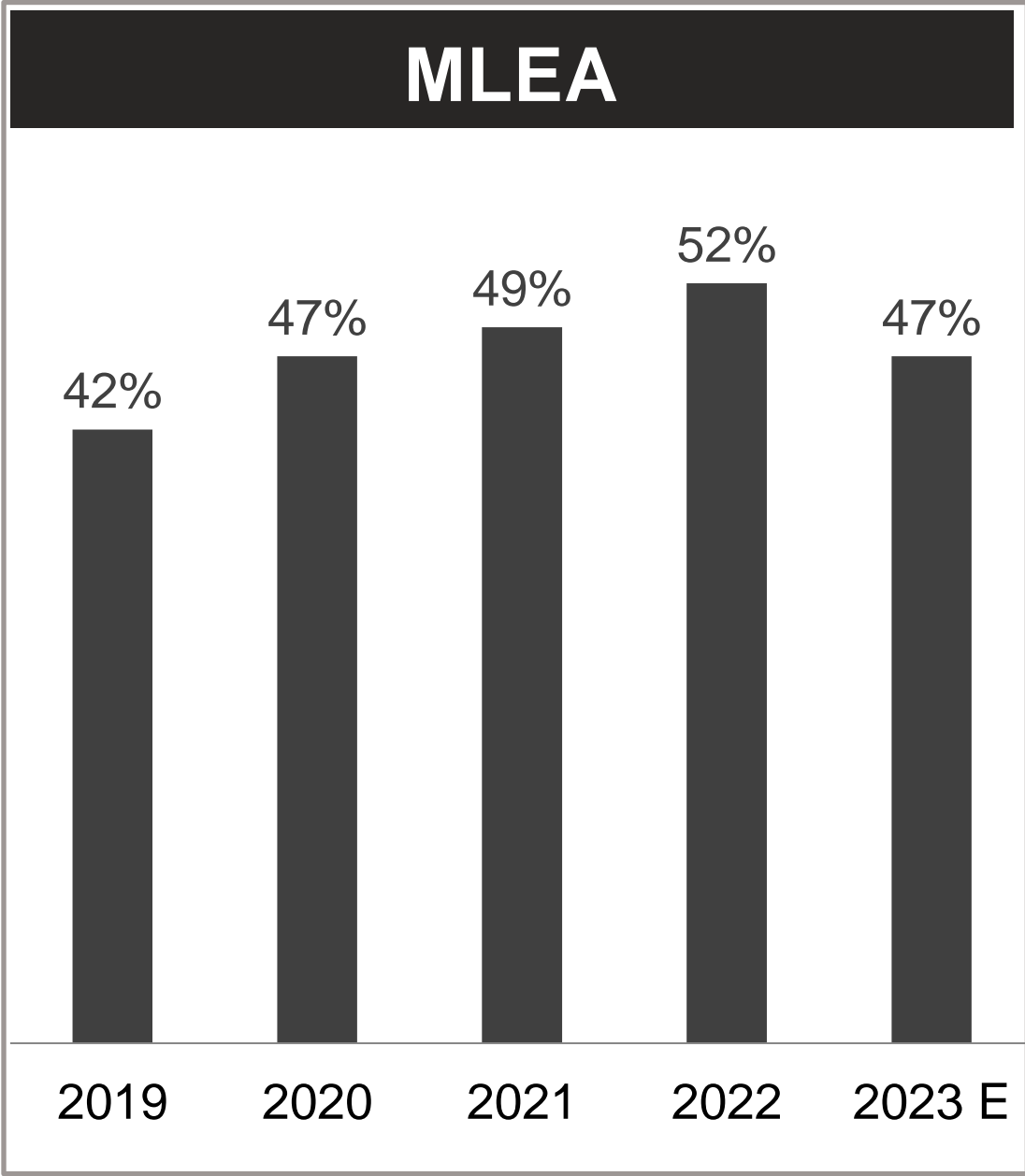
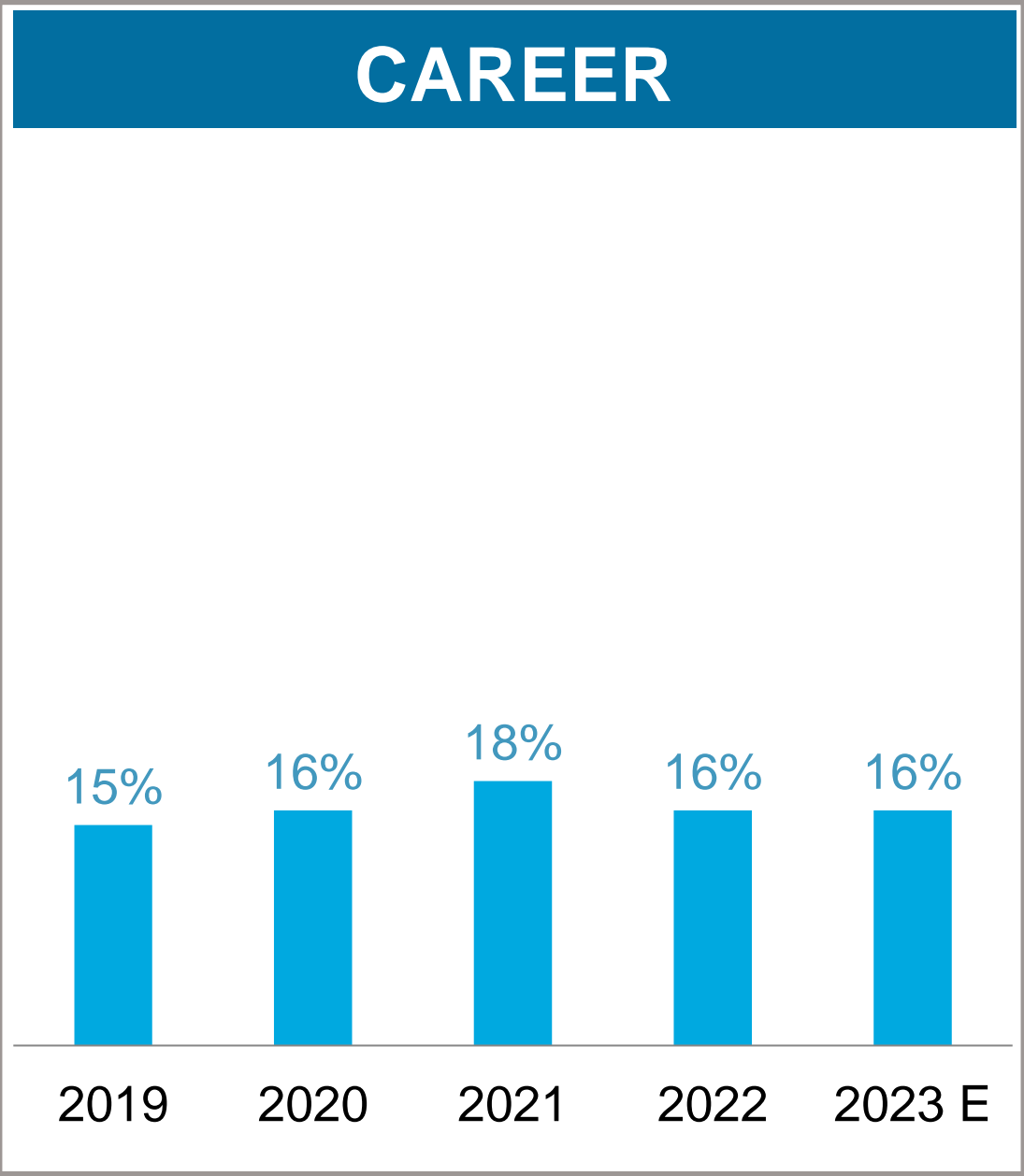
Constant Groups



Source: FP (Agent) Production & Retention, MLEA Compensation, Production & Retention, Canadian Sales Force & Retention, LIMRA
Some data may be estimated as the final reports have not been published yet

Four-Year FP Retention

Constant Group



4th-Year FP Retention Differences

CAREER



16% retention

Min = 2%

Max = 36%

Median = 18%

MLEA



47% retention

Min = 22%

Max = 85%

Median = 35%

CANADA



20% retention

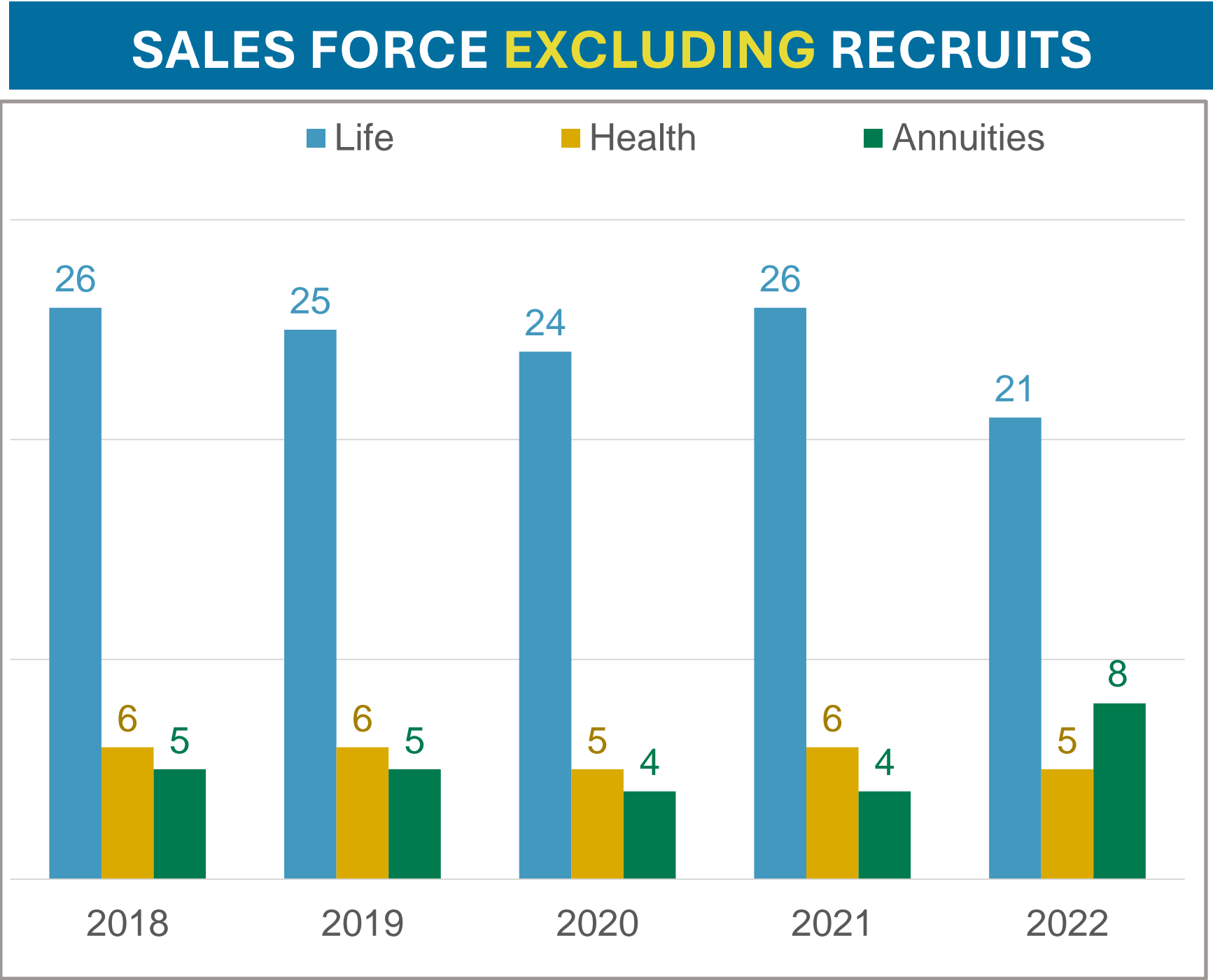
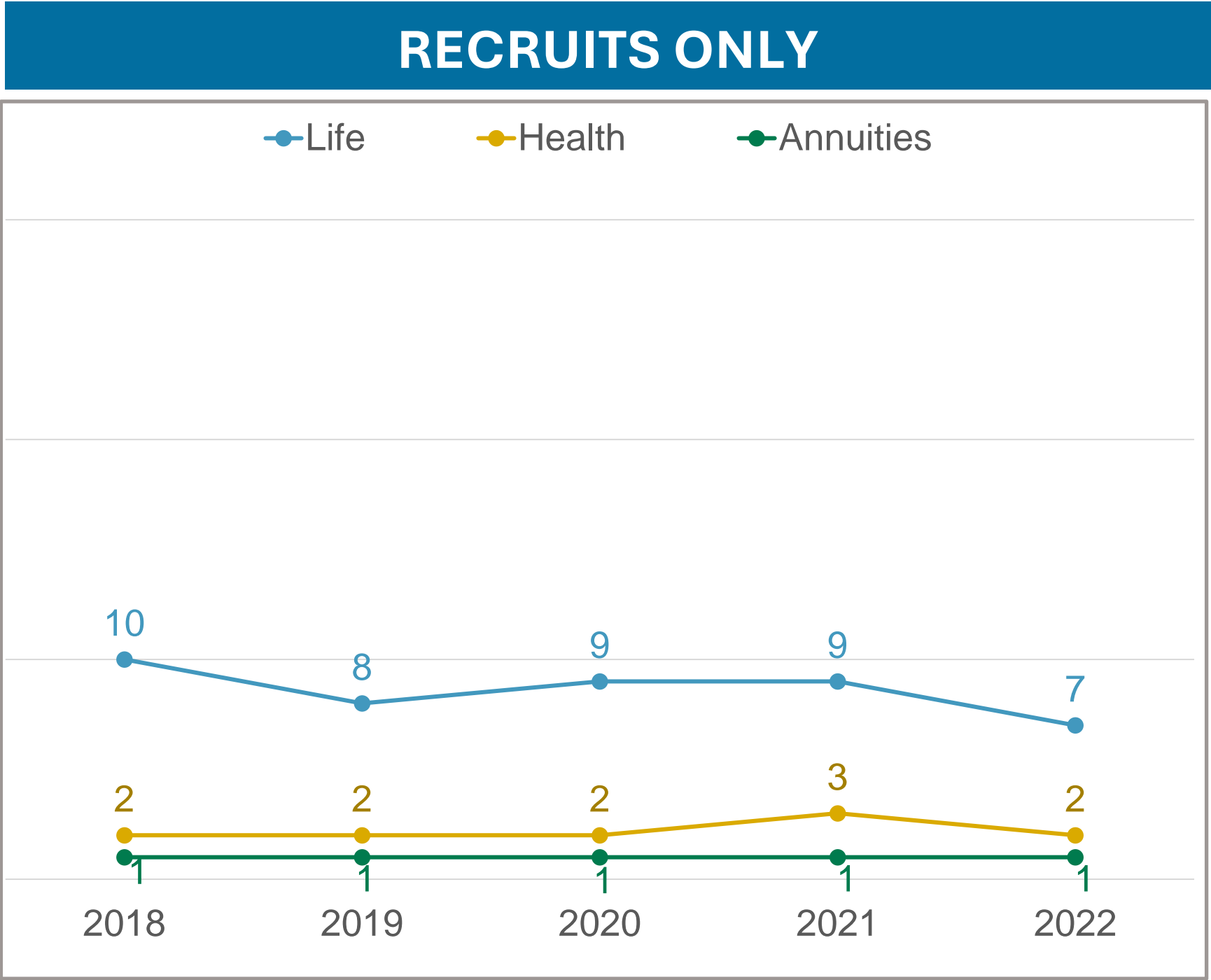
Min = 15%

Max = 27%

Median = 22%

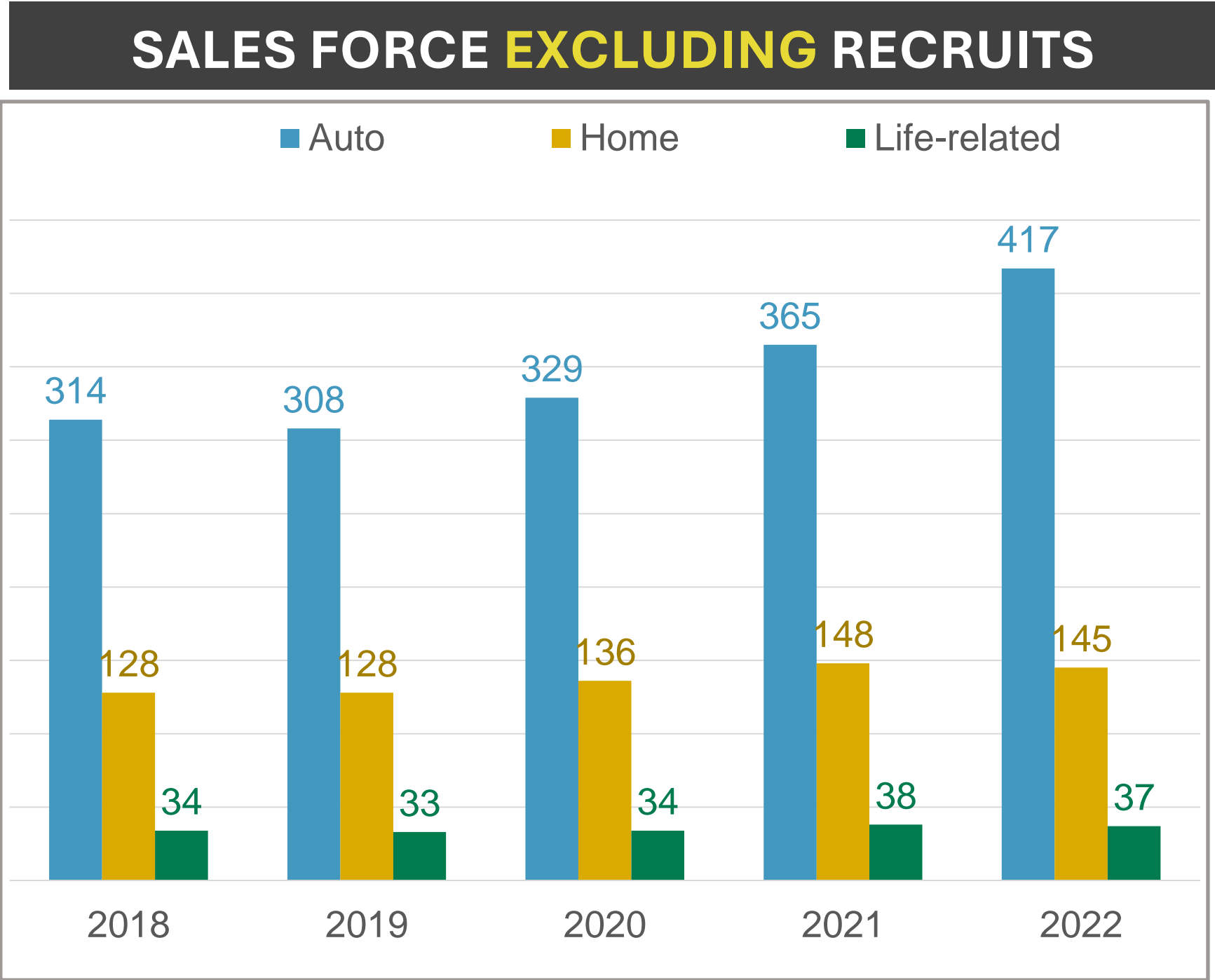
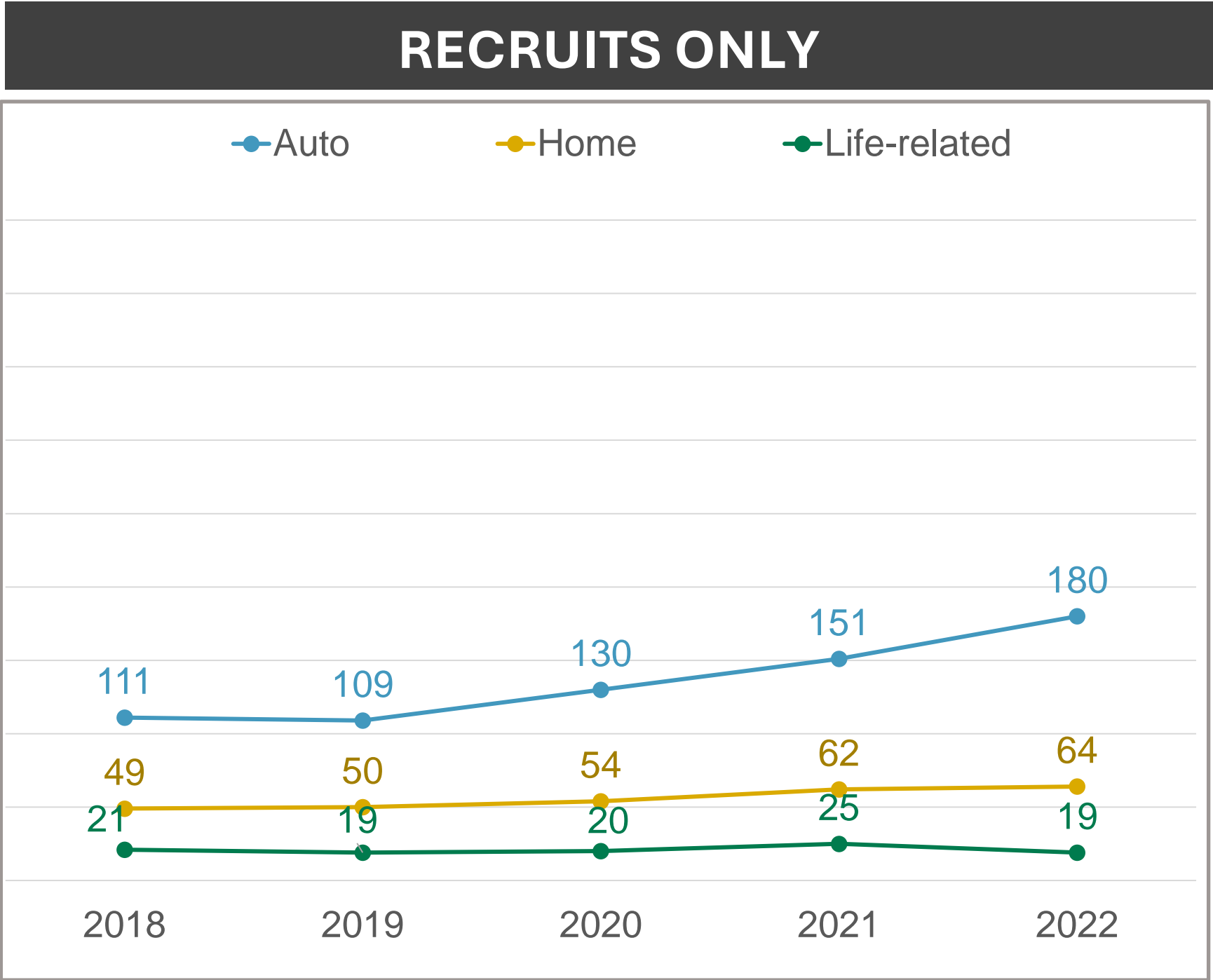
Policies Sold – Career Channel

Constant Groups



Policies Sold – MLEA Channel

Constant Groups



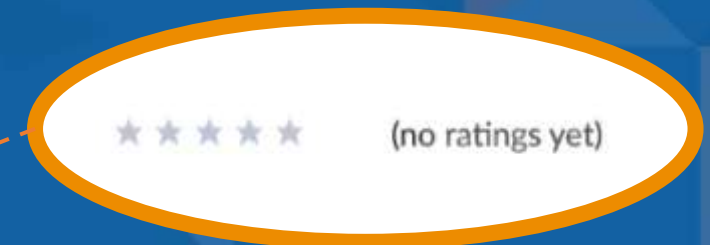
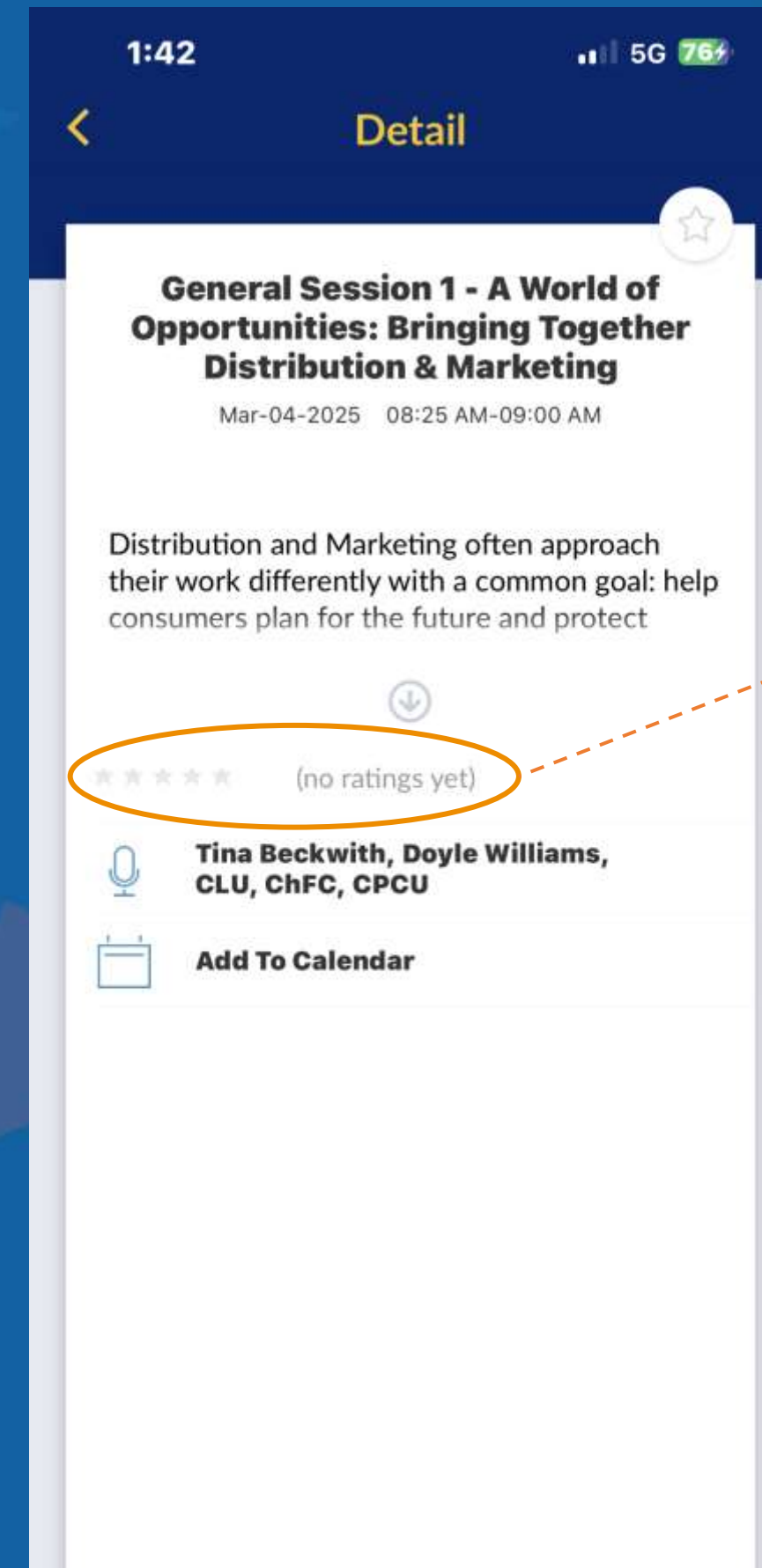
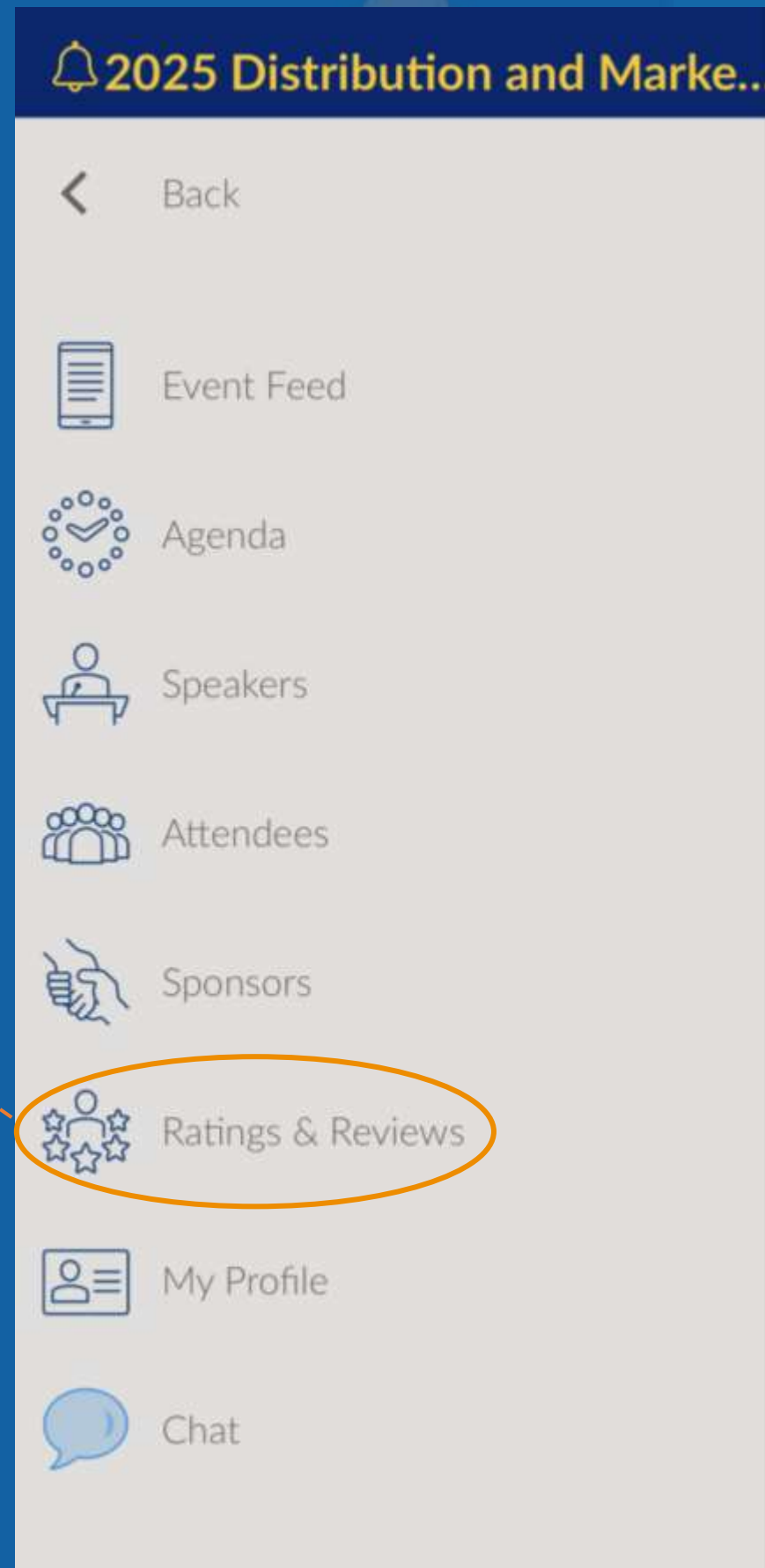
Considerations

Why is Recruiting Top of Mind?

- There's a cost to recruiting and investing in new FPs
- Competing for talent with other companies/industries
- Some recruit new FPs to replace, maintain, or grow their channel
- Selection has been tougher because of the shrunken candidate pool
- AI is out there, and it may help with the recruiting process but for now not many are using it
- Everyone is trying to attract younger and diverse candidates

Let's hear how your company is doing.

Please Provide Your Feedback on the Conference App



Thank You



Navigate With Confidence