**ARS CONVERSATION STARTER/ELEVATOR PITCH - CONDENSED**

* Group within the broader LIMRA Organization
* Support members with custom and consortium research
* Boutique research consultancy with the ability to leverage:
  + Industry Data (over 200 reports)
  + Industry Experience
  + Expansive membership
* Deliver insights applicable to members’ strategic initiatives
* Value of research lies not in findings/analysis but in how they are interpreted and applied to your challenges
* Focus on Life, Annuities and Workplace Benefits
* Deep knowledge of industry Products, Markets, and Distribution.
* Strength in understanding consumer AND advisor motivations and behavior
* Partnering with a team that understands the dynamics at play

**Helping Our Members (examples):**

* Understand the strengths and potential weaknesses of their **product offering and potential new concepts**.
* Assess **advisor satisfaction**, motivations and loyalty.
* Explore **market opportunities** through consumer needs, values, opinions, and behaviors.

**Call to Action**

* We’d appreciate the opportunity to talk with your team about our research approach and capabilities to see if there is an opportunity to help with your research needs.