**ARS CONVERSATION STARTER/ELEVATOR PITCH**

LIMRA’s Applied Research Solutions team is a group within the broader LIMRA organization created to support our members with custom and consortium research.

We are a boutique research consultancy with the **unique ability to leverage our industry data (200+ reports), industry experience and our expansive membership** to deliver insights applicable to your strategic initiatives.

We are firm believers that the real value of research lies not just in findings or analysis but in how they’re interpreted and applied to your specific challenges.  Focusing on Life, Annuities and Workplace Benefits, we’ve been researching our ever-evolving landscape for over a century.  We have a deep knowledge of our industry’s **products**, **markets,** and **distribution, with a particular strength in understanding consumer and advisor motivations and behavior**.  What this means for you is you’re partnering with a team that understands the dynamics at play, impacting your business.

**Helping Our Members (examples):**

* We help our members understand the strengths and potential weaknesses of their **product offering and potential new concepts**.
* We assess **advisor satisfaction**, motivations and loyalty.
* We 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.