



May 21, 2021

Thanks to everyone for supporting the Help Protect Our Families campaign!

Week 16: We continue to see strong engagement from our partners and members. Through the collective efforts of our members and partners, the impact of the Help Protect Our Families campaign, we have achieved over 620,000 impressions on social media.

Record-breaking Life Insurance Sales in the First Quarter

According to results from LIMRA's U.S. individual life insurance sales survey, new annualized premium increased 15% in the first quarter 2021. The number of policies sold jumped 11% year-over-year. This is the highest quarterly growth in the number of policies sold since 1983.

The remarkable sales growth was seen across the industry, with a large majority of companies recording growth in both premium and policy sales.

In 1983, the double-digit policy count growth was driven by universal life replacement. LIMRA believes the policy sales in the first quarter represent organic growth, driven by increased consumer awareness about the need for life insurance and the steps companies took during the pandemic to make it easier and faster for people to buy the life insurance they need.

While every major product line experienced growth, whole life and term product sales drove the extraordinary first quarter growth, making up 88% of the policies sold in the first quarter.

Moody's Upgrades Its Outlook of the U.S. Life Insurance Market to Stable

On May 18, Moody's Investors Service announced it had revised its outlook for the U.S. life insurance sector from negative to stable. Among the factors driving the upgrade were the economic rebound and expected growth, industry transformation to address challenges associated with persistent low interest rates, accelerated adoption of technology solutions, providing a more seamless, end-to-end sales virtual processes, and the normalization of Americans' daily lives as more people get vaccinated and restrictions are lifted. To read the full release, visit [Strengthening Economy Leads To Stable Outlook For Life Insurance](#).

The Help Protect Our Families toolkit will not be distributed next week due to the Memorial Day holiday weekend.

New content has been added to the [Help Protect Our Families resource page](#) this week. Please share the following resources with your colleagues and clients and use [#HelpProtectOurFamilies](#) in your social media posts so we can track how the message is being amplified throughout the industry!

1. An [MDRT article](#), written by MDRT member Laura Hoi, a financial professional with nearly 20 years' experience. The article highlights the value of embracing digital adoption and staying current with technology advances. *Please share with your field force and sales leaders to ensure they are successfully adopting digital solutions into their practices.*

2. A [NAIFA article](#) outlining 10 steps to help financial professional expand their practices. Please share field force and sales leaders to help them reach more consumers and improve their productivity.

3. Upcoming Help Protect Our Families events:

• [Cracking the Complexity of the Coverage Gap: A Conversation With Three Career Agents](#)

This is the fourth virtual program in an interactive series designed to inspire individuals who sell or want to sell life insurance by educating them to address the coverage gap issues for their under-insured clients. NAIFA contributes this webinar as a collaborative effort to close the coverage gap that is part of the [Help Protect Our Families campaign](#). **Date/Time:** June 2, 2021 at 2 p.m. EDT

Speakers:

- Vanessa Bucklin, MBA, CLU, licensed agent, New York Life Insurance Agency
- Glenn Crawford, CDFA, a financial services professional, Signature Resources
- Paul Sciacca, financial services professional, Pinnacle Strategies, Inc., and vice president, government relations, NAIFA-NY

• [Help Protect Our Families: The Pandemic's Effect on the Likelihood to Buy Life Insurance](#)

NAIFA is hosting a webinar with LIMRA and Life Happens to share the full results from the 2021 Insurance Barometer Study and the implications for agents and advisors. The presentation will provide details on ownership by generation, income, and gender, and offer insights on which segments of the market are most interested in purchasing life insurance. **Date/Time:** June 16, 2021 at 2:00 p.m. EDT

Speakers:

- Maggie Leyes, chief creative officer, Life Happens
- Alison Salka, Ph.D., senior vice president and head of LIMRA Research
- Moderated by Kevin Mayeux, CAE, chief executive officer, NAIFA

To view all of the upcoming events, please visit the [Help Protect Our Families Campaign Event Calendar](#).

4. Finally, two items to post on social media*: We recommend you post these on your intranet, your corporate social media accounts, and/or ask your leaders to share them on their own accounts. Remember to use the hashtag [#HelpProtectOurFamilies](#) in your social media messages.

*Please send your company's corporate social media metrics associated with [#HelpProtectOurFamilies](#) to ctheroux@limra.com every other Thursday, so we can capture and share the growing industrywide impact of the campaign. If you would like a 15-minute reminder added to your calendar, please let me know.



People who wish to subscribe to receive the weekly toolkit, can do so by visiting www.limra.com/helpprotectourfamilies and clicking on the 'Subscribe for Updates' button.

