

Coronavirus (COVID-19): Advisor Pulse

The coronavirus pandemic has created a new working reality. LIMRA asked registered advisors how they are adapting to this rapidly evolving environment in relation to communicating with clients, client concerns, and office procedures.

On a scale from 1 to 10, how disruptive is the coronavirus situation to your practice currently?



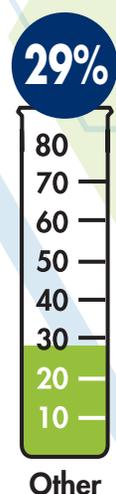
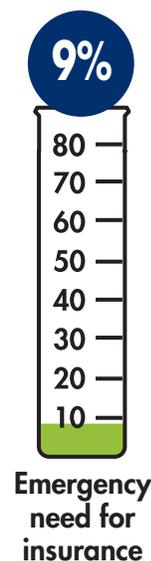
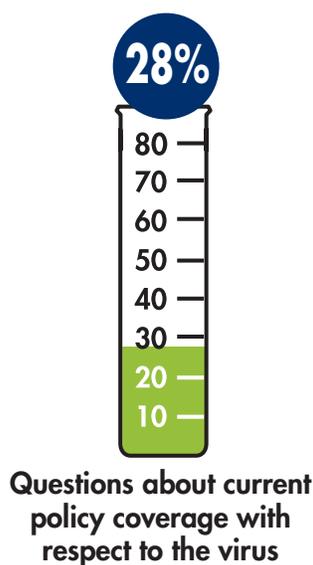
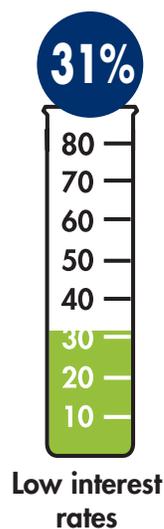
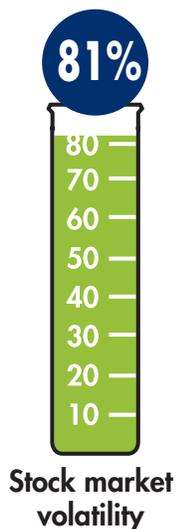
Has the way you communicate with your clients changed in light of coronavirus?



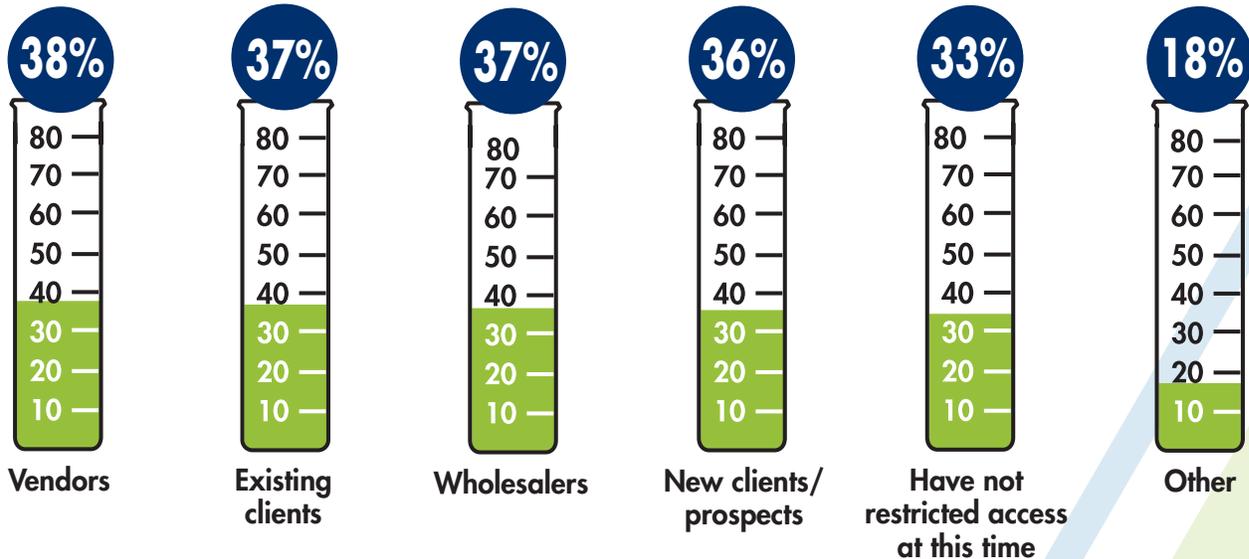
Has the frequency with which you communicate with your clients changed in light of coronavirus?



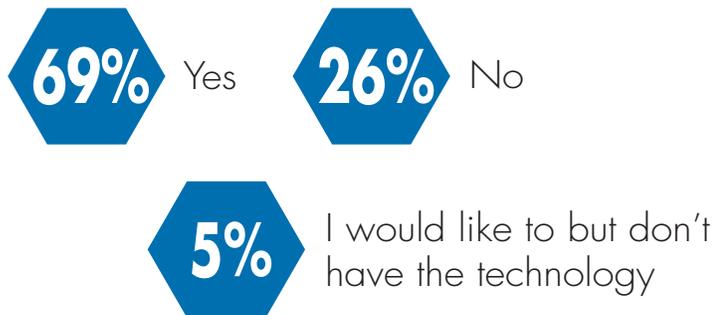
Top two concerns that advisors are hearing from clients:



Have you put any restrictions on individuals who have access to your office? Select all that apply:



Have you implemented any alternative work arrangements for your staff?



Methodology

LIMRA surveyed more than 550 registered advisors from March 16–20, 2020 to get a pulse on how the coronavirus pandemic is impacting their practices. Sixty percent of respondents self-identified as primarily investment advice/product providers; 40 percent consider themselves to be primarily insurance providers.

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