

# LIMRA-EY Experienced Financial Professional Study

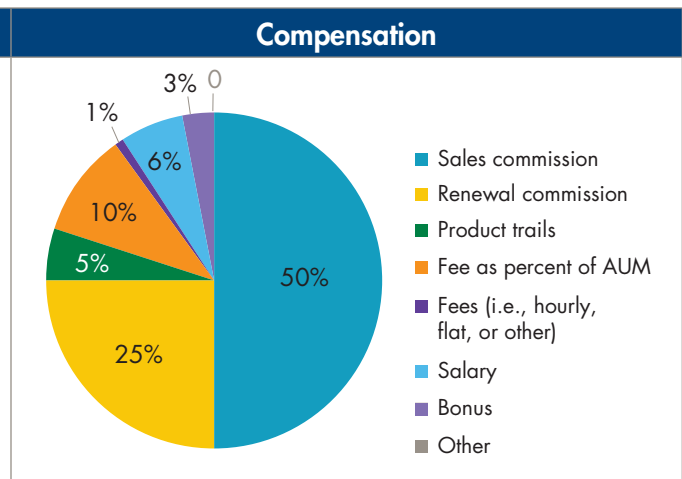
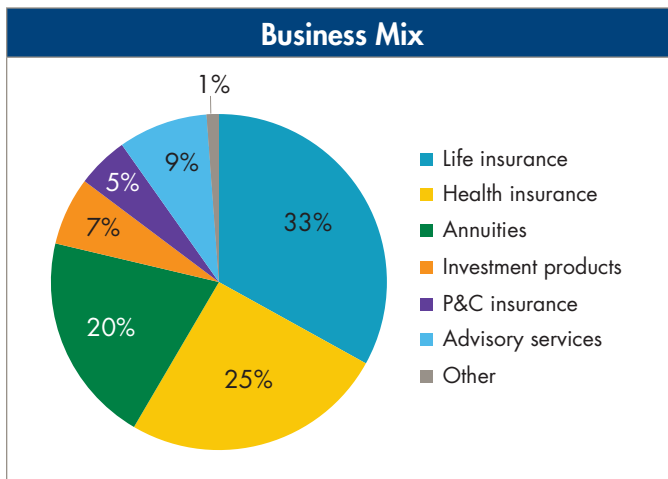
## Key Metrics

### INDEPENDENT INSURANCE AGENT

Career Stage	
Early (3–9 years)	10%
Mid (10–24 years)	48%
Late (25+ years)	41%

Gross Income	
2019	\$212,909
2021	\$254,044
Growth ('19 to '21)	17%

Number of Clients	
2019	412
2021	501
Growth ('19 to '21)	22%

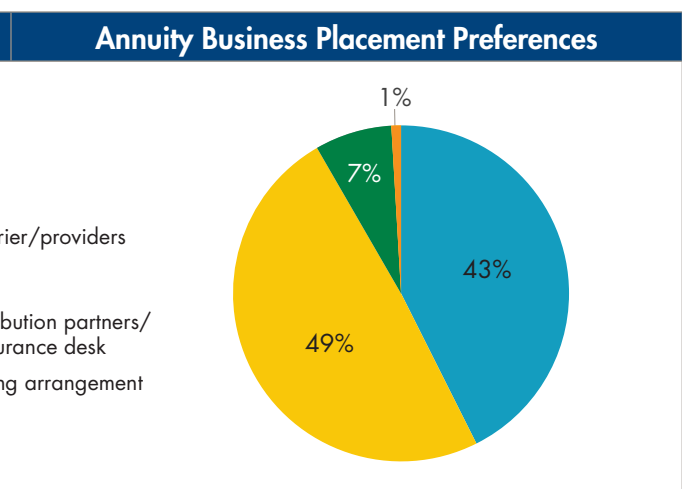
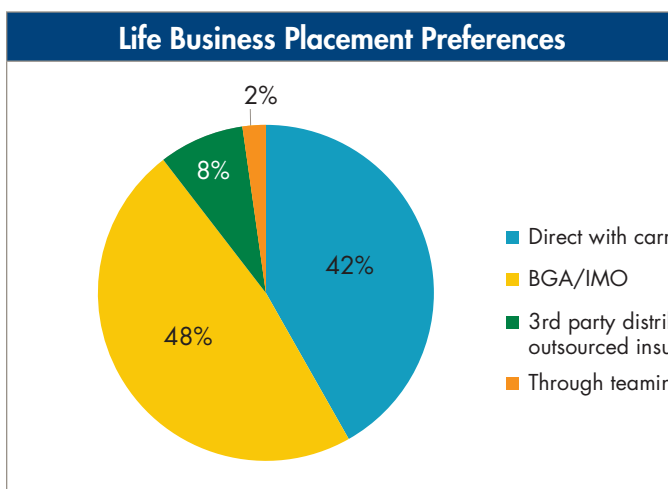


#### Life Policies

Policies Sold — 2019	82
Policies Sold — 2021	84
Growth ('19 to '21)	2%
Percent Adding Life Carrier	53%
Percent Dropping Life Carrier	28%
Number of Contracted Life Carriers	5
Largest Percent Placed with 1 Life Carrier	53%

#### Annuity Contracts

Contracts Sold — 2019	19
Contracts Sold — 2021	22
Growth ('19 to '21)	15%
Percent Adding Annuity Provider	32%
Percent Dropping Annuity Provider	12%
Number of Contracted Annuity Providers	4
Largest Percent Placed with 1 Annuity Provider	53%



# About the Study

To explore the needs and perspectives of experienced financial professionals, EY and LIMRA collaborated to update the 2018 "Harnessing Growth: The Experienced Financial Advisor Study." This year's study, "Reimagining Growth: The LIMRA-EY Experienced Financial Professional Study," surveyed over 900 experienced financial professionals from six common insurance, investment, and advisory practice models. Respondents had a minimum of three years of sales experience in the industry and met minimum income thresholds for their practice models.

## Contacts

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