

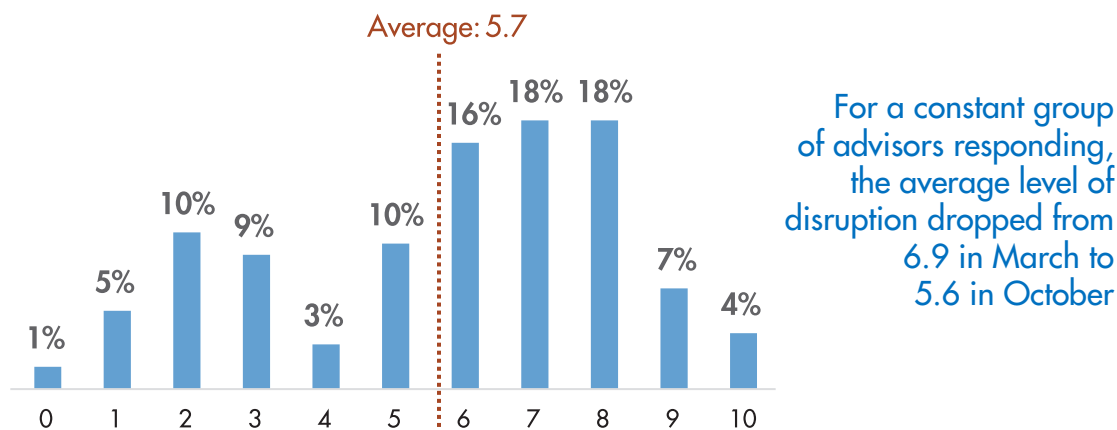


# Advisor Pulse

## Broker-Dealer Reps

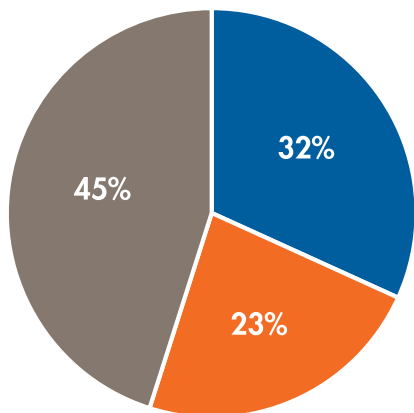
**The coronavirus pandemic** has created a new working reality. LIMRA has gleaned insight into how broker-dealer reps have adapted to these new conditions. This report is based on our survey of broker-dealer reps conducted in October 2020.

How disruptive is Covid-19 currently to your practice?



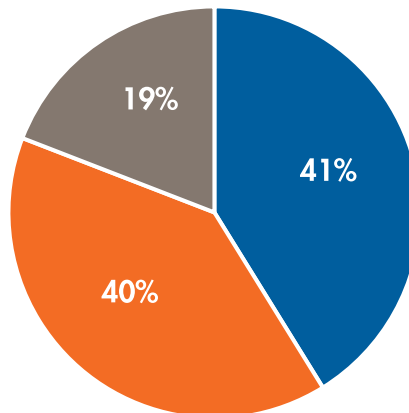
### Changes in sales and product mix

How does your year-to-date Q3 2020 sales volume compare to your year-to-date Q3 2019 sales volume?



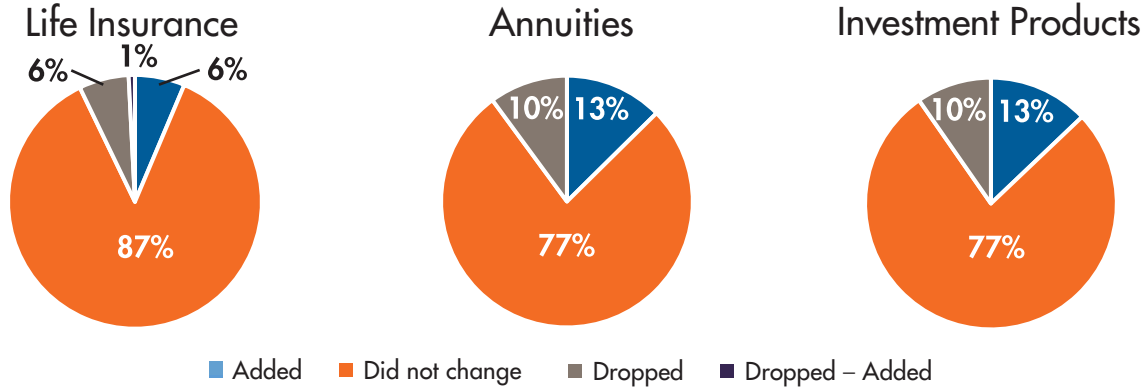
- Increased in 2020
- Remained about the same
- Decreased in 2020

How does your 2020 product/revenue mix compare to that in 2019?



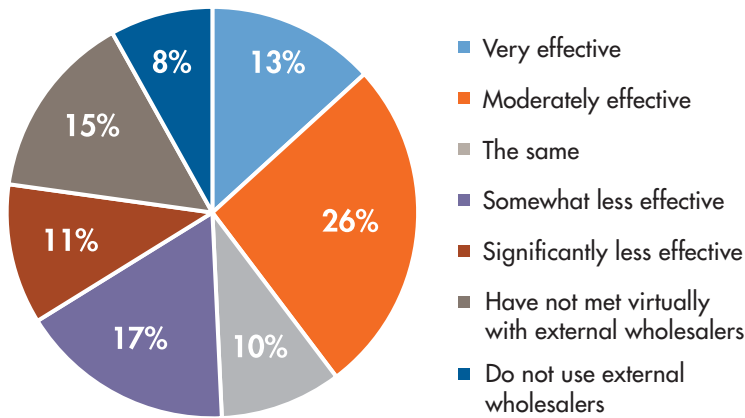
- Similar
- Moderate change
- Substantial change

# Have market changes due to the pandemic compelled you to add or drop a product manufacturer?

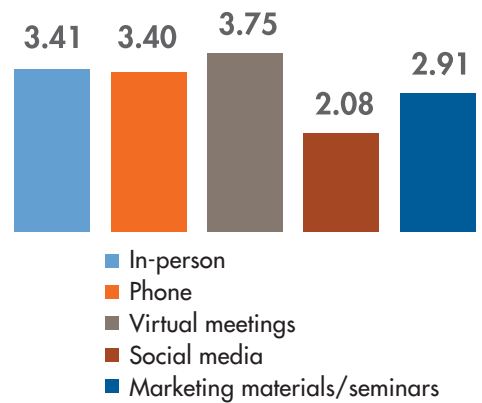


## Effectiveness of engagement methods

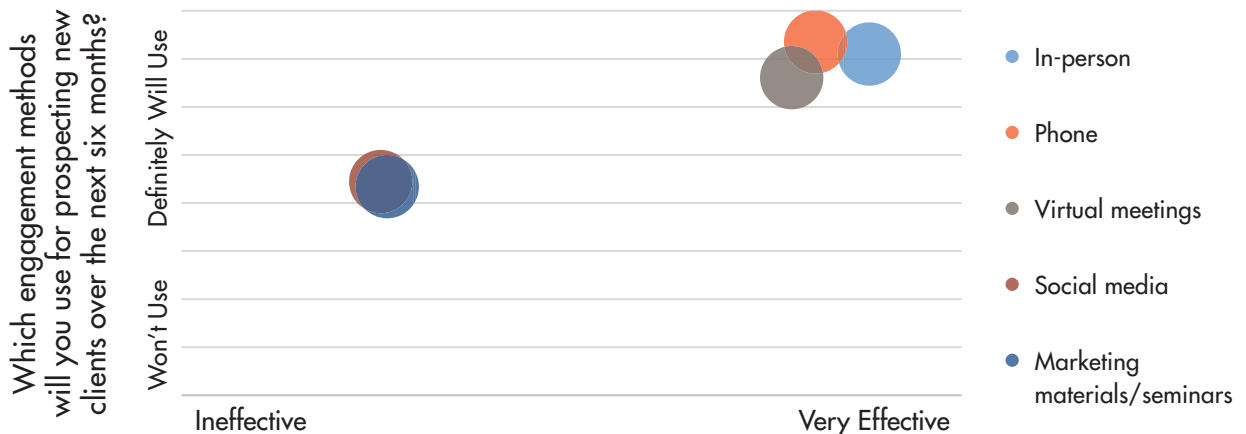
How effective have virtual external wholesalers been through video conferencing over the past six months, compared to in person?



Based on your experience with virtual wholesaling over the past six months, how desirable are the following ways to engage with wholesalers over the next six months? Please rate with 5 being most desirable.



## New Client Engagement



Please rate the following engagement methods in terms of success in bringing on new clients during past six months.