

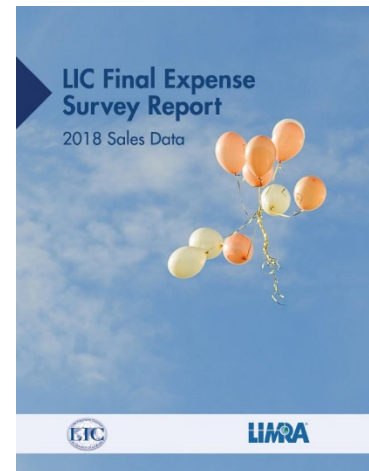
LIC Final Expense Survey Report (2018 Sales Data)

Each year, the Life Insurers Council conducts a comprehensive survey of the final expense insurance market. The latest report covers 2018 sales data.

The sales potential for final expense has inspired much interest among carriers, resulting in a variety of specialized distribution tactics. A number of large independent marketing organizations focus specifically on final expense sales. These IMOs rely heavily on direct mail leads and single interview sales that are product- and need-specific, resulting in a very precise process that is fairly consistent among carriers. Final expense carriers using this form of distribution and this specific process of selling and marketing are the primary focus of this report.

This year 25 companies provided new premium data, and the report provides in-depth information about current sales, trends over time, and new business processing, as well as other topics of interest.

The report can be purchased from LIC in print or PDF format for \$1,055. LIMRA and LOMA members receive a discounted rate of \$850, and for LIC member companies the report is free as a benefit of membership. Please see the attached form to order copies or contact lic@loma.org for information.



Contents

2018 Sales: By Underwriting Category, Distribution, Policy Type, and Avg Face Amount, 2018 Placement Ratios, Avg Premiums

New Premium Trends: 2017-2018, 2016-2018, 2014-2018, and Past 10 Years

In-Force Premium Trends: 2016-2018, 2012-2018

New Business Processing: Underwriting Tools, Electronic Applications, Point-of-Sale Decision, Methods Used

Mortality and Lapses: Persistency and Conservation, Balancing Full & Limited Death Benefits, Rescission Ratios

Field Management: Production Guidelines, Top Street-Level Commission

PLUS: Conferences, Distribution Recruitment, Hispanic Market, and Rider Trends

Addendum: 2006-2018 Historical Data Summary

Participating Companies

American Amicable Life of Texas

Americo

Assurant

Baltimore Life Insurance Company

Columbian Financial Group

Foresters Financial

Gerber Life

GPM Life

Grange Insurance

Great Western Life

Guarantee Trust Life

KSKJ Life

Landmark Life

Lincoln Heritage Life

Mutual of Omaha

National Catholic Society of Foresters

Old American Insurance Company

Oxford Life Insurance Company

Royal Neighbors of America

Security National Life Insurance Co.

The American Home Life Insurance Co.

Transamerica

Trinity Life Insurance Company

United Heritage Life

United Home Life/United Farm Family Life

Vantis Life

About LIC

The Life Insurers Council (www.loma.org/lic) is a council of LOMA that provides networking and practical business solutions for small-to-midsize life insurance companies, improving performance through shared excellence.



LIC Final Expense Survey Report – 2018 Sales Data Order Form

To order the latest LIC Final Expense Survey Report – 2018 Sales Data (published in June 2019), please send completed form to lic@loma.org.

Format:

PDF – Email to: _____

Booklet – Mail to: _____

Amount Due:

LIC Member Company \$0 (Member Benefit) LOMA or LIMRA Member Company \$850 Non-Member \$1055

Pay Upon Receipt of Invoice:

Email Invoice to: _____

By signing below, I verify that I am an authorized signer for my company and that the company agrees to pay the amount selected above.

Signed: _____

Print Name: _____

Title: _____

Company: _____

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