

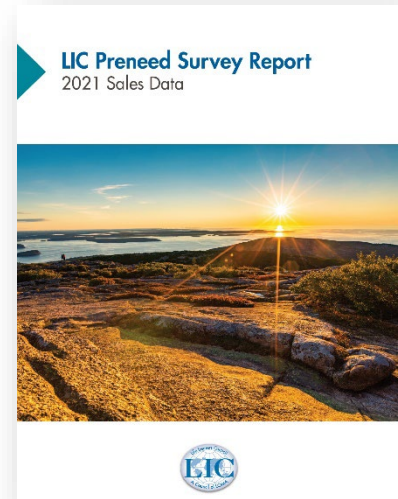


# LIC Preneed Survey Report (2021 Sales Data)

Each year, the Life Insurers Council (LIC) conducts a comprehensive survey of the preneed insurance market, tracking preneed sales and inforce data since 2007. The latest report, published in June 2022, covers 2021 sales data.

Fourteen companies participated this year, reporting for 2021 total face amount sales of \$1.921B with 68% single pay, 28% multipay, and 4% annuities. Average face amount was \$4,929 for single pay, \$5,513 multipay, and \$4,075 annuity.

The 2021 report can be purchased from LIC in print or PDF format for \$560. LIMRA and LOMA members receive a discounted rate of \$450, and for LIC member companies the report is a complimentary membership benefit. Please see the attached form to order copies or contact [lic@loma.org](mailto:lic@loma.org) for information.



## 2021 Report Contents

### Overview

**2021 Sales:** Face Amount, Premium Amount, and Case Counts

**2019-21 Sales:** Comparison by Face Amount, Premiums, Single/Multi-Pay Group vs. Individual Preneed Product Sales

**2021 In-Force:** Face Amount, Case Count, Premium Amount

**Best-Selling Preneed Products**

**Growth Rates:** Change in Growth Rate, Expectations for 2022, Decision Factors, Inflation Concerns

**Single Pay/Multi Pay Preferences**

**Preneed Distribution:** Current Sources, Interest in Direct-to-Consumer

**Also:** Electronic Applications, Lapse Experience

## Participating Companies

American Benefit Life/Liberty Bankers  
American Enterprise/Great Western  
Atlantic Coast Life  
Cincinnati Equitable  
Columbian Financial Group

Forethought/Global Atlantic  
Homesteaders Life  
Loyal Christian Benefit Association  
National Guardian Life  
NSS Life

Pekin Life  
Physicians Mutual  
Security National Life  
Texas Service Life

## About LIC

The Life Insurers Council ([www.loma.org/lic](http://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.



**ORDER FORM**  
**LIC Preneed Survey Report – 2021 Sales Data**

To order the latest LIC Preneed Survey Report - 2020 Sales Data (published in June 2021), send this completed form to LIC. If you have any questions, please contact LIC at [lic@loma.org](mailto:lic@loma.org).

**Format:**

PDF – Email to: \_\_\_\_\_

Booklet – Mail to: \_\_\_\_\_

\_\_\_\_\_

**Amount Due:**

LIC Member Company \$0 (Member Benefit)       LOMA or LIMRA Member Company \$450       Non-Member \$560

**Payment Due 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: \_\_\_\_\_

Full Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Please send completed form to [lic@loma.org](mailto:lic@loma.org).