

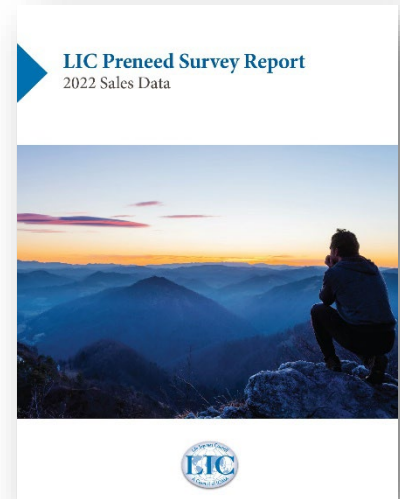


LIC Preneed Survey Report (2022 Sales Data)

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 2023, covers 2022 sales data.

Fourteen companies participated this year, reporting for 2022 total face amount sales of \$2.032B with 67% single pay, 29% multipay, and 4% annuities. Average face amount was \$5,314 for single pay, \$5,694 multipay, and \$4,556 annuity.

The 2022 report can be purchased from LIC in print or PDF format for \$575. LIMRA and LOMA members receive a discounted rate of \$465, 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 for information.



2022 Report Contents

2022 Sales: Face Amount, Premium, and Case Counts; Multipay Sales by Product Type

Monthly Sales: By Face Amount, By Case Count, and Percentage of Total Sales

Group and Individual Preneed Sales

2021-22 Sales: Comparison by Face Amount, Premium, Case Count

Cremation Sales

2022 In-Force: Face Amount, Case Count, Premium Amount; Comparison to 2021 In-Force

Minimum and Maximum Policy Requirements

Best-Selling Product Features

New Business Processes: Percent of New Business by Submission Method and by Underwriting Method
Sales by State

Participating Companies

American Enterprise/Great Western
Atlantic Coast Life
Cincinnati Equitable
Columbian Financial Group
Forethought/Global Atlantic

Homesteaders Life
Investors Heritage
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) 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 – 2022 Sales Data

To order the latest LIC Preneed Survey Report - 2022 Sales Data (published in June 2023), send this completed form to LIC. If you have any questions, please contact LIC at lic@loma.org.

Format:

PDF – Email to: _____

Booklet – Mail to: _____

Amount Due:

LIC Member Company \$0 (Member Benefit) LOMA or LIMRA Member Company \$465 Non-Member \$575

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.