

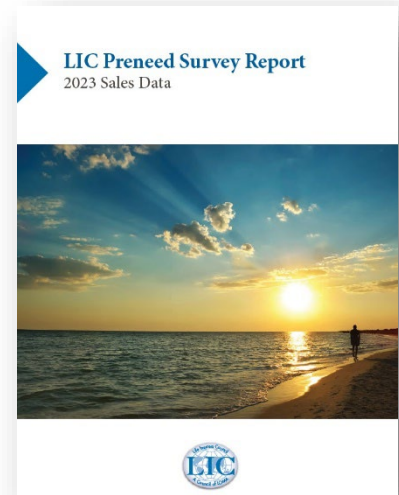


## LIC Preneed Survey Report (2023 Sales Data)

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 October 2024, covers 2023 sales data.

Sixteen companies participated this year, reporting for 2023 total gross face amount sales of \$2.944B with 57 percent single premium, 40 percent multi-pay, and 3 percent preneed annuities. Average face amount was \$5,352 for single premium, \$6,356 for multi-pay, and \$4,803 for annuities.

The 2023 report can be purchased from LIC in print or PDF format for \$600. LIMRA and LOMA members receive a discounted rate of \$500, and for LIC member companies that did not participate in the study, the report is \$400. Companies that participated in the 2023 survey will receive the report at no charge. Please see the attached form to order copies or contact [lic@loma.org](mailto:lic@loma.org) for information. You can order other LIC reports at [www.loma.org/LICSurveys](http://www.loma.org/LICSurveys).



### 2023 Report Contents

**2023 Sales:** Gross vs Not Taken Face Amount and Case Count by Product Type; Group vs Individual; Sales by Month and by State; Average Issue Age; Percentage Sold as Full Benefit Policies; Percentage Submitted by Third Party Marketers

**2023 In-Force:** Face Amount, Current Death Benefits, and Case Count

**Product Management:** Growth Rates, Minimum and Maximum Face Amounts Under/Over Age 80; Lapse Rates, Early Pay-Off; Pricing Basis

**Electronic Applications:** Sales by App Type; Whether Commissions Differ by Submission Method

### Participating Companies

Cincinnati Equitable  
Global Atlantic Financial Group  
Homesteaders Life  
Investors Heritage  
LCBA Life  
National Guardian Life

NSS Life  
Pekin Life  
Physicians Mutual  
Security National Life  
Texas Service Life

TruStage Preplanning Solutions  
United Benefits, Inc  
United Heritage  
USAlliance  
Wellabe, Inc.

### 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 – 2023 Sales Data**

To order the latest LIC Preneed Survey Report - 2023 Sales Data (published in October 2024), 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: # of Copies \_\_\_\_\_  
Mail to: \_\_\_\_\_

**Amount Due:**

LIC Member Company \$400 (Member Benefit)       LOMA or LIMRA Member Company \$500       Non-Member \$600

Survey Participant Company - Complimentary

**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: \_\_\_\_\_

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

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

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