

LIMRA-EY Experienced Financial Professional Study

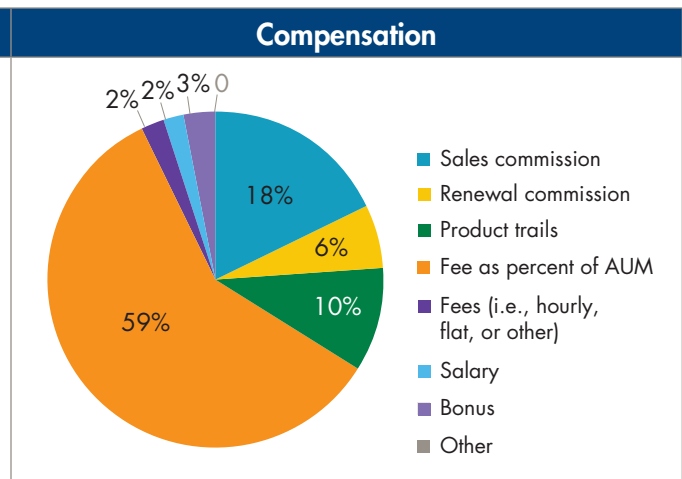
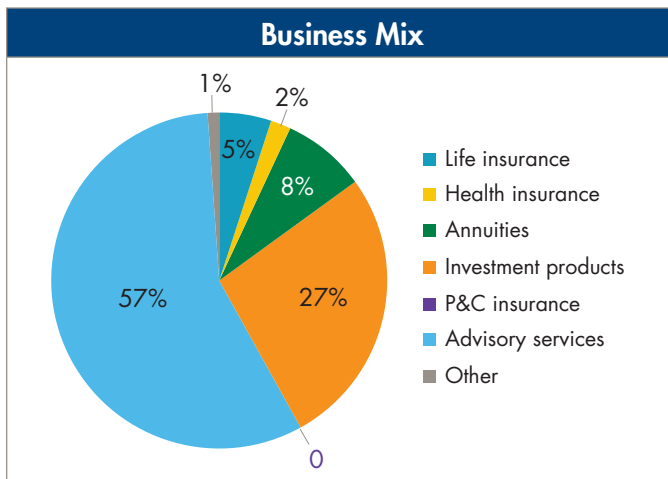
Key Metrics

FULL SERVICE BROKER-DEALER

Career Stage	
Early (3–9 years)	10%
Mid (10–24 years)	52%
Late (25+ years)	37%

Gross Income	
2019	\$452,129
2021	\$566,669
Growth ('19 to '21)	27%

Number of Clients	
2019	219
2021	250
Growth ('19 to '21)	14%

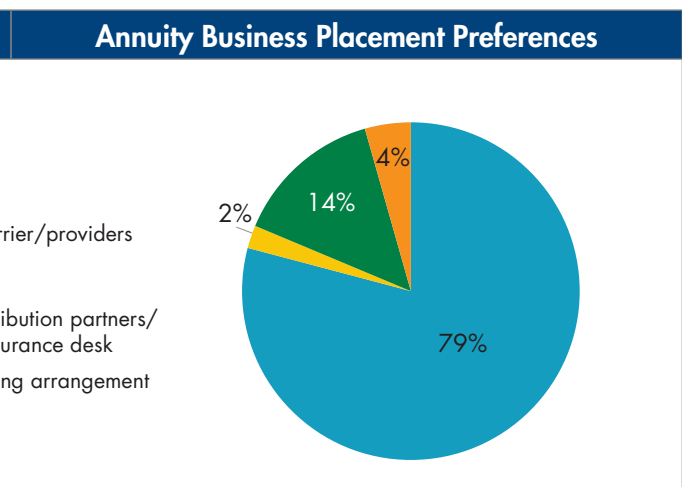
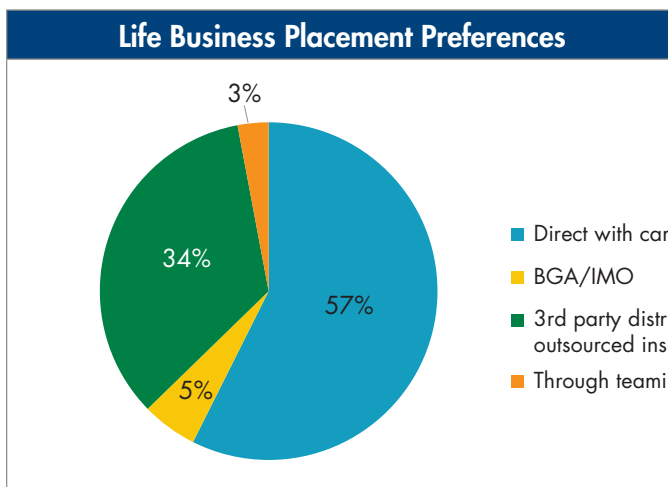


Life Policies

Policies Sold — 2019	6
Policies Sold — 2021	7
Growth ('19 to '21)	15%
Percent Adding Life Carrier	22%
Percent Dropping Life Carrier	17%
Number of Contracted Life Carriers	3
Largest Percent Placed with 1 Life Carrier	48%

Annuity Contracts

Contracts Sold — 2019	7
Contracts Sold — 2021	7
Growth ('19 to '21)	0
Percent Adding Annuity Provider	20%
Percent Dropping Annuity Provider	19%
Number of Contracted Annuity Providers	3
Largest Percent Placed with 1 Annuity Provider	51%



About the Study

To explore the needs and perspectives of experienced financial professionals, EY and LIMRA collaborated to update the 2018 “Harnessing Growth: The Experienced Financial Advisor Study.” This year’s study, “Reimagining Growth: The LIMRA-EY Experienced Financial Professional Study,” surveyed over 900 experienced financial professionals from six common insurance, investment, and advisory practice models. Respondents had a minimum of three years of sales experience in the industry and met minimum income thresholds for their practice models.

Contacts

EY

Avril Castagnetta

Managing Director

Ernst & Young LLP

Avril.Castagnetta@ey.com

Jack Muskett

Senior Manager

Ernst & Young LLP

Jack.Muskett@ey.com

LIMRA

Laura Murach

Research Director

LIMRA

lmurach@limra.com

Peter DeWitt

Assistant Research Director

LIMRA

pdewitt@limra.com

About LIMRA

Serving the industry since 1916, LIMRA offers industry knowledge, insights, connections, and solutions to help more than 700 member organizations navigate change with confidence. Visit LIMRA at www.limra.com.

About EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets. Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate. Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today. For more information about our organization, please visit ey.com. Ernst & Young LLP is a client-serving member firm of Ernst & Young Global Limited operating in the U.S.