

LIMRA-EY Experienced Financial Professional Study

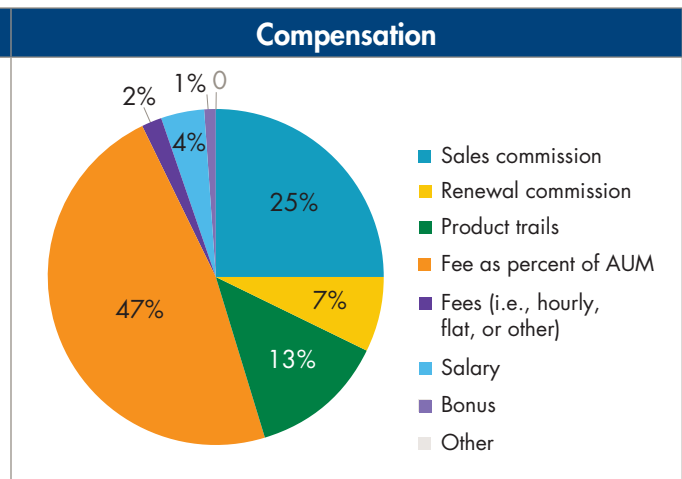
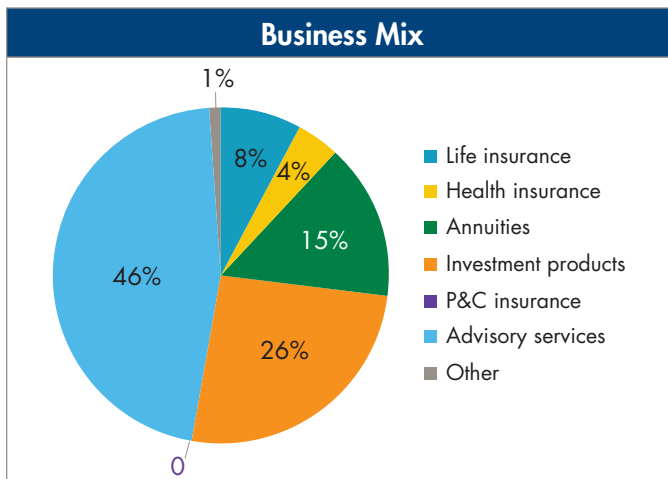
Key Metrics

INDEPENDENT BROKER-DEALER

Career Stage	
Early (3–9 years)	5%
Mid (10–24 years)	56%
Late (25+ years)	39%

Gross Income	
2019	\$278,392
2021	\$353,815
Growth ('19 to '21)	28%

Number of Clients	
2019	318
2021	388
Growth ('19 to '21)	22%

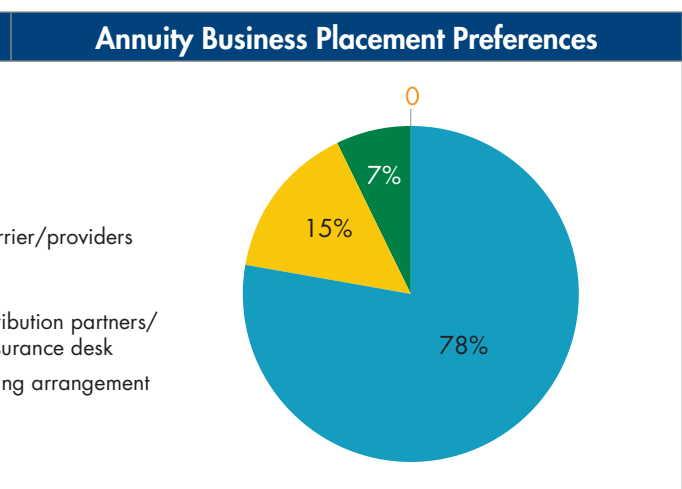
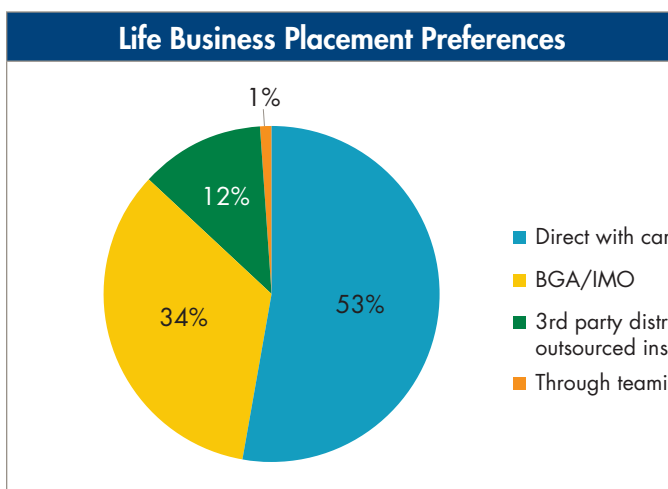


Life Policies

Policies Sold — 2019	12
Policies Sold — 2021	13
Growth ('19 to '21)	10%
Percent Adding Life Carrier	33%
Percent Dropping Life Carrier	21%
Number of Contracted Life Carriers	3
Largest Percent Placed with 1 Life Carrier	57%

Annuity Contracts

Contracts Sold — 2019	14
Contracts Sold — 2021	16
Growth ('19 to '21)	19%
Percent Adding Annuity Provider	34%
Percent Dropping Annuity Provider	25%
Number of Contracted Annuity Providers	3
Largest Percent Placed with 1 Annuity Provider	57%



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.

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