

New!
2018
**PARTNERSHIP
 OPPORTUNITIES**



channel harvest research
Feed your strategic planning

Channel Harvest announces a brand new opportunity for carriers to unearth insights they can't get anywhere else.

Get the data to help you make smart decisions and improve profitability.

Working with our team which has decades of combined insurance and research experience, you'll help shape our survey and get the feedback you need from independent agents.

Carriers regard Channel Harvest research as a critical piece of their strategic puzzle. Since 2008, we've been delivering critical attitudinal data to insurance carriers, which helps them maximize the effectiveness of their agency operations.

Partner or Subscriber? Choose your level

- Become a Channel Harvest Partner, consult on survey development, pulse your agents and harvest rich data for deeper analysis.
- Or, participate as a Subscriber and receive the final survey report and other products.

As a Partner, you will...

1. Contribute to survey development.
2. Invite your agents to take the survey. (Or we can. Your choice.) Agents who complete the survey and optionally provide an email address will receive a survey summary.
3. Compare your agents' responses to the universe.

	SUBSCRIBER	PARTNER
Narrative analysis and report	\$5,500	\$4,750
Slide deck	Included	Included
Full data set <i>Full data set, with more than 200 variables</i>	\$2,000	Included
Survey input		✓
Custom questions		✓
Agent invitations		✓
In-the-field updates		✓
Compare own agent responses to universe		✓

RECOMMENDED

Two surveys in one: Responses are segmented based on whether the majority of an agent's business is personal lines or commercial lines.

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TIMELINE *Dates are approximate*

SEPTEMBER

9/1/17 - 12/15/17
Strategic discussions
with carriers / Develop
and finalize survey
instrument

OCTOBER

NOVEMBER

DECEMBER

JANUARY

12/31/17
Partner offer ends

FEBRUARY

12/15/17 - 3/15/18
Survey live: Partner carriers
provide unique survey links to
appointed agents (minimum 2-3
requests recommended) /
Invitations to prior respondents
/ Solicitations to *Insurance
Journal* subscriber agents

MARCH

3/15/18
Survey closed

APRIL

4/15/18
Survey report published

Order now in 3 easy steps:

1. Email order to Ellen Wallace
ellen@channelharvest.com
2. Electronic invoice sent to you
immediately
3. Survey report sent to you
electronically (after publication)

**Interested in 2017, 2016
or earlier reports?**

Discounts are available!
For more information, contact:

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(703) 868-1654
ellen@channelharvest.com

“Channel Harvest’s study of independent agents strikes the right balance between baseline information and actionable insights so that we can anticipate and capitalize on industry trends.”

– JoAnna Carey,
Market Research Director,
Foremost Insurance

More information at www.channelharvest.com