



Channel Harvest 2015

Key Success Factors In Agent/Carrier Relationships

participant summary



channel harvest
research



Overview

- Methodology
- Carrier Ratings And Rankings
- Agency Growth
- Aggregation
- Niche Marketing





About The Study & Methodology

- Online survey with 2,239 independent agents
- Agents were invited to take the survey by *Insurance Journal* and carrier research partners
- Survey conducted February-March 2015
- Mix of roles, experience, demographics, personal/commercial, etc.

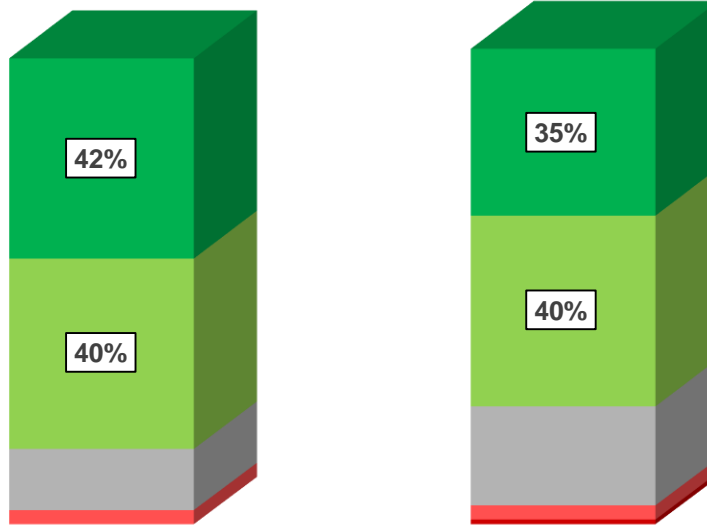




Carrier Ratings And Rankings

Overall Satisfaction

Agents' Satisfaction With Their Top Personal/Commercial Lines Carrier



Top personal lines carrier

Top commercial lines carrier

■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied ■ Extremely satisfied

Huge majorities of agents are either extremely satisfied or very satisfied with both their top personal lines carriers and their top commercial lines carrier

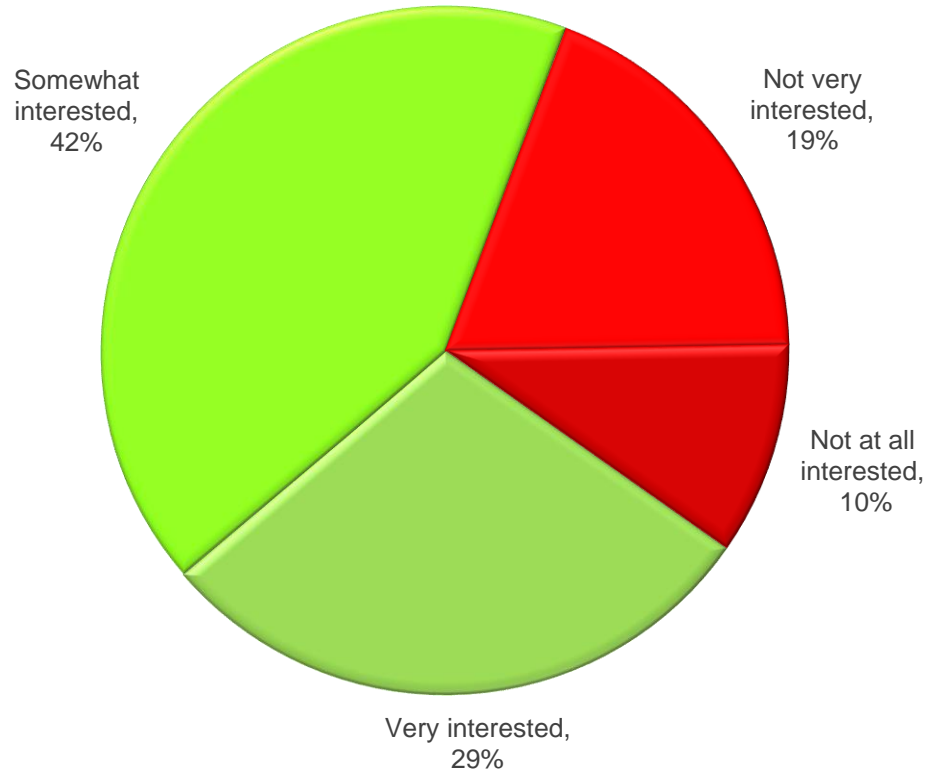




Agency Growth

Most Agents Are Interested In Adding New Carriers

Interest In Adding New Carriers

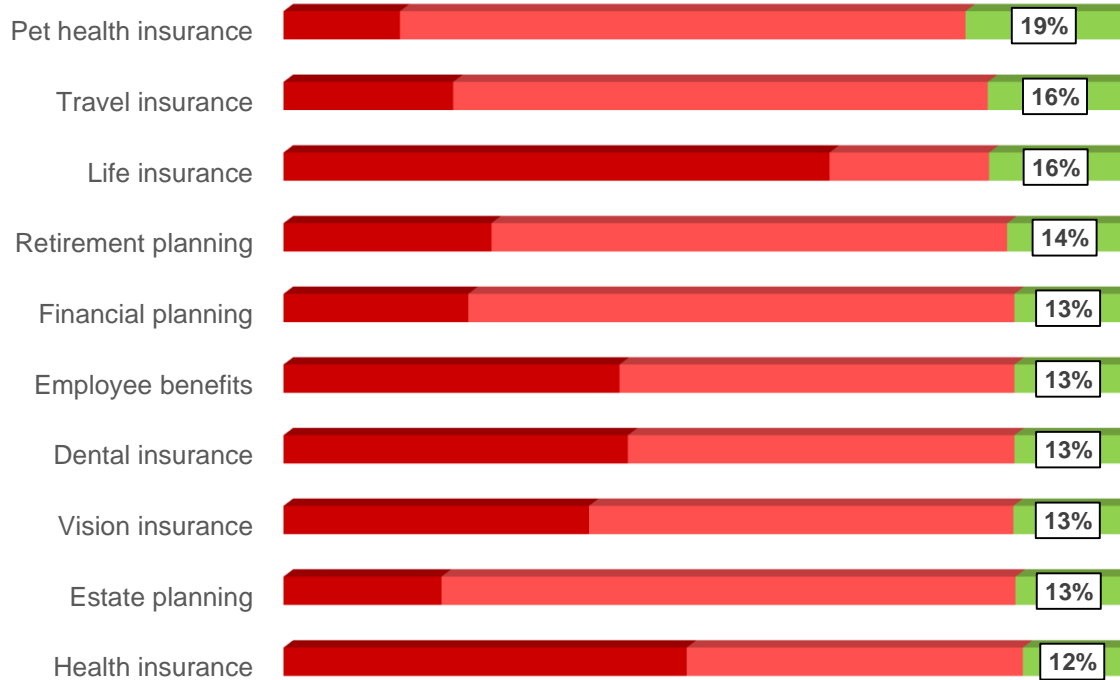




Agency Growth

Few Agents Are Interested In Adding New Products

Interest In Adding Select New Products



■ Already offer ■ Uninterested in offering ■ Interested in offering

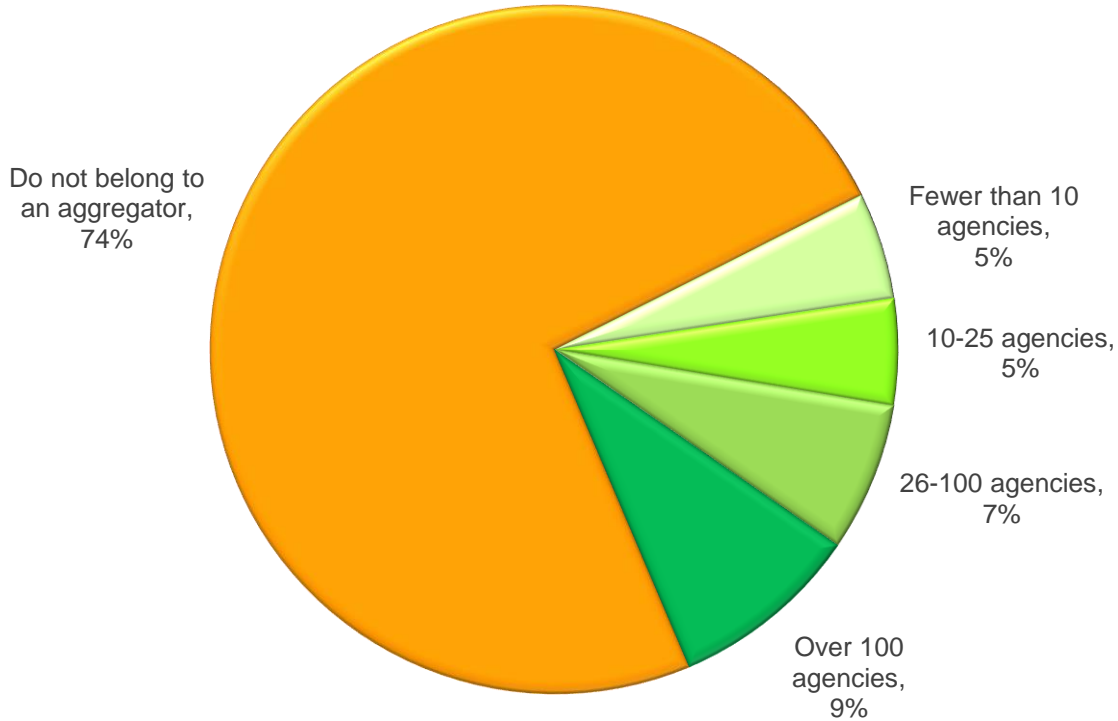




Aggregation

Independent Agents' Membership In A "Network" Or "Cluster"

Membership In/Size Of Agency Aggregator



Most agents (88%) whose agencies DO belong to an aggregator do not plan on leaving their aggregator in the next year

Most agents (94%) whose agencies do NOT belong to an aggregator do not plan on joining one in the next year

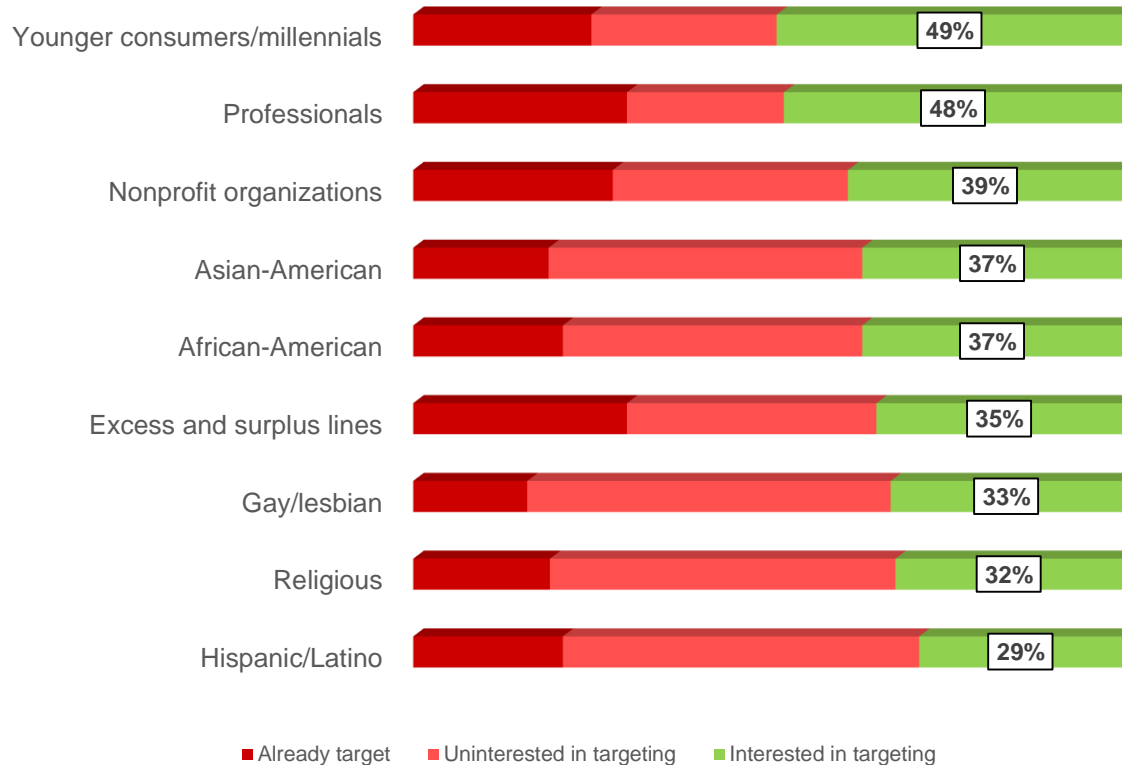




Niche Marketing

Millennials And Professionals Attract The Most Interest; Hispanic Consumers, The Least

Interest In Targeting Select Niches





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