

2018 SUBSCRIBER OPPORTUNITIES



channel harvest research
Feed your strategic planning

Make sound decisions and improve profitability

through better agent operations and relationships. Tap into the power of Channel Harvest and unearth insights you can't get anywhere else. Our annual survey of independent agents is in the field from mid-December through mid-March, so subscribe today and prepare to unlock extensive attitudinal data:

- Factors driving agency growth
- Why agents favor certain carriers
- Essential carrier qualities (e.g. underwriting, claims, marketing)
- How agents market and quote products
- Potential disrupters and game changers
- And more!

Get the narrative analysis and report for \$5,500. Summary slide deck included. For an additional \$2,000 purchase the full data set. All products will be available in mid-April.

SUBSCRIBER PRICING	
\$5,500	Narrative analysis and report
Included	Slide deck
\$2,000	Full data set <i>Full data set, with more than 200 variables</i>

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

Carriers regard Channel Harvest research as a critical piece of their strategic puzzle. For over a decade we've been delivering agents' opinions to insurance carriers, which helps them maximize the effectiveness of their agency operations.

More information at www.channelharvest.com

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:

Ellen Wallace
Director, Industry Relations
Channel Harvest Research
(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