

LIC Smaller Company Fixed Annuity Report (2020 Sales Data)

A significant majority of fixed annuity premium is written by the largest carriers. Sales for these carriers are reported and analyzed extensively by a variety of different sources. Although the percent of total premium produced by smaller companies is relatively small, their total premium volume is still significant. The Life Insurers Council (LIC) is the life insurance industry's recognized resource for smaller companies with over 120 members. Given the absence of any industry analysis of smaller company fixed annuity experience, we conducted the first such survey in 2019.

This year's survey included an industry overview plus detailed data from 12 companies smaller than \$5B in assets that actively market annuities. Survey topics include 2020 sales and in-force, plus sales by month, by product type, by distribution, and compared to 2019. To supplement the survey data, the report includes a deeper dive into the statutory financials showing a number of differences between large and small annuity carriers in net yield, investment expenses, salaries, travel expenses and agency conferences in response to COVID, and sundry general expenses.

The LIC Smaller Company Annuity Report will be available for sale in future years, but the first two reports are available at no charge. Please click the link to request a copy, or contact lic@loma.org for additional information:

[Order the 2020 LIC Annuity Survey Report](#)

2020 Report Contents

- **Introduction**
- **Key Findings:** 2020 Sales, Monthly Sales, Sales by Distribution, 2019 to 2020 Sales, Net Yield, General Expenses.
- **2020 Sales:** Industry Overview, Participating Company Data.
- **Monthly Sales**
- **2020 Sales by Distribution**
- **2019 to 2020 Industry Data**
- **Participating Company In-Force Premium**
- **Net Yield on Invested Assets**
- **General Expenses**

Participating Companies

American Savings Life	Liberty Bankers Insurance Group	Polish Roman Catholic Union of America
Catholic United Financial	National Catholic Society of Foresters	Royal Neighbors of America
ELCO Mutual	National Slovak Society	Trinity Life Insurance Company
Kansas City Life	Oxford Life Insurance Company	Woman's Life Insurance Society

About LIC

The Life Insurers Council (www.loma.org/lic) is a council of LOMA that provides networking and practical business solutions for small-to-midsize life insurance companies, improving performance through shared excellence.

