

LIC Preneed Survey Report (2018 Sales Data)

Each year, the Life Insurers Council (LIC) conducts a comprehensive survey of the preneed insurance market; LIC has been tracking preneed sales and inforce data since 2007. The latest report covers 2018 sales data.

Fifteen companies participated, reporting a total of \$1.740B in face amount, \$1.339B in premium, and 338,500 policies. Thirteen companies reported total in-force face amount of \$13.990B, with 2,749,511 policies.

This year's report includes a supplemental Historical Data Summary covering 2007-2018.

This report can be purchased from LIC in print or PDF format for \$540. LIMRA and LOMA members receive a discounted rate of \$440, and for LIC member companies the report is a complimentary membership benefit. Please see the attached form to order copies or contact lic@loma.org for information.



Contents

Overview, Snapshot of Preneed Carriers, 2018 Sales, Face Amounts, Average Premium, Average Issue Age, Sales Trends (2013-2018), In Force, Inforce Trends, Group and Individual Sales, Sales by State, Sales Objectives, Electronic Applications, Service Standards, Profitability, and Future Expectations.

Addendum: Historical Summary Supplement 2007-2018

Participating Companies

American Benefit Life

Atlantic Coast Life

Columbian Financial Group

Family Liberty Life

Forethought Financial/Global Atlantic

Great Western

Homesteaders Life

Kilpatrick Life

Loyal Christian Benefit Association

National Guardian

Pekin Life Insurance Company

Physicians Mutual

Security National

Texas Service Life

United Benefits, Inc.

United Heritage

US Alliance

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.



**Life Insurers Council
Preneed Survey Report Order Form**

To order the latest LIC Preneed Survey Report - 2018 Sales Data (published in July 2019), complete and send this form to LIC. If you have any questions, please contact LIC at lic@loma.org or (770) 984-3724.

Format:

PDF – Email to: _____

Booklet – Mail to: _____

Amount Due:

LIC Member Company
\$0 (Member Benefit)

LOMA or LIMRA Member Company
\$440

Non-Member
\$540

Payment Upon Receipt of Invoice:

Email Invoice to: _____

By signing below, I verify that I am an authorized signer for my company and that the company agrees to pay the amount selected above.

Signed: _____

Print Name: _____

Title: _____

Full Company Name: _____

Phone: _____ Email: _____

Please send completed form to lic@loma.org.