

# LIC Preneed Survey Report (2019 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 2019 sales data, and this year we are including the 2018 report along with it.

Due to the pandemic, survey participation was lower than usual, with ten companies reporting for 2019 a total of \$825M in face amount, \$680M in premium, and 153,405 policies. Total in-force face amount was \$4.28B single premium, \$1.67B multi-pay, and \$131M annuity.

In the 2018 report 15 companies reported 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. The 2018 report includes a supplemental Historical Data Summary covering 2007-2018.

The combined 2018-2019 reports 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](mailto:lic@loma.org) for information.



## 2019 Report Contents

Overview, 2019 Sales, Group and Individual Premium, 2020 Sales Goals, 2018-2019 Sales, In-Force Blocks of Business, Service Benchmarks, Expectations for Future Online Sales, Premium Payment Methods, and Automated Tools for Customer Service Processing.

## Participating Companies

American Benefit Life	Pekin Life Insurance Company
Atlantic Coast Life	Physicians Mutual
Columbian Financial Group	Texas Service Life
Homesteaders Life	United Heritage
Loyal Christian Benefit Association	US Alliance

## About LIC

The Life Insurers Council ([www.loma.org/lic](http://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.



**ORDER FORM**  
**LIC Preneed Survey Report – 2019 Sales Data**  
**Plus 2018 Sales Data**

To order the latest LIC Preneed Survey Report - 2019 Sales Data (published in July 2020), plus 2018 Sales Data, complete and send this form to LIC. If you have any questions, please contact LIC at [lic@loma.org](mailto:lic@loma.org).

**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:**

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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.

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