



## LIC Preneed Survey Report (2020 Sales Data)

Each year, the Life Insurers Council (LIC) conducts a comprehensive survey of the preneed insurance market, tracking preneed sales and inforce data since 2007. The latest report, published in June 2021, covers 2020 sales data.

Fifteen companies participated this year, reporting for 2020 total face amount sales of \$1.547B with 64% single pay, 32% multipay, and 5% annuities. Average face amount was \$4,727 for single pay, \$4,720 multipay, and \$4,415 annuity.

The 2020 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](mailto:lic@loma.org) for information.



### 2020 Report Contents

#### Overview

**2020 Sales:** Total, Monthly, Compared to 2019 Sales, and 2017-2020 Trends

**2020 In-Force:** Total, Compared to 2019

**Claims & Lapses:** Actual to Expected

**New Business Process Changes Due to COVID-19**

**Low Interest Rates:** Changes Being Considered, Plans for Pricing Changes, Expectations

**Distribution & Sales:** Primary Distribution, Most Important Selling Point, Primary Source of Leads

### Participating Companies

American Enterprise/Great Western  
Atlantic Coast Life  
Cincinnati Equitable  
Columbian Financial Group  
Forethought/Global Atlantic

Homesteaders Life  
Loyal Christian Benefit Association  
National Guardian Life  
Physicians Mutual

Security National Life  
Texas Service Life  
United Benefit Life  
United Heritage

### 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 – 2020 Sales Data**

To order the latest LIC Preneed Survey Report - 2020 Sales Data (published in June 2021), send this completed 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 Due 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: \_\_\_\_\_

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