

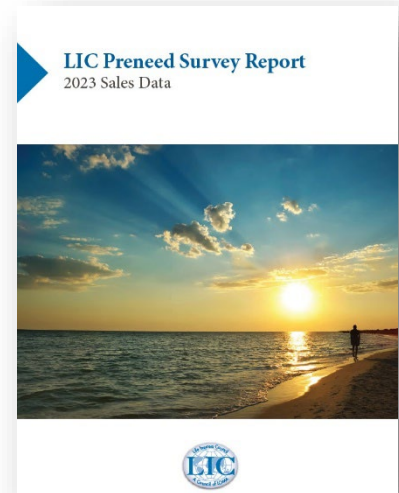


LIMRA/LIC Preneed Survey Report (2024 Sales Data)

Each year, the Life Insurers Council (LIC) conducts a comprehensive survey of the preneed insurance market, tracking preneed sales and in-force data since 2007. The latest report is in development, to be published in August 2025, and covers 2024 sales data.

We expect 17 or more companies to participate this year. The report will present 2024 total gross face amount sales, the percentages of single premium, multi-pay, and preneed annuities. Additional highlights will include average face amount for single premium, multi-pay, and annuities, and 2023-to-2024 sales growth trends.

The 2024 report can be purchased from LIC in print or PDF format for \$600. LIMRA and LOMA members receive a discounted rate of \$500, and for LIC member companies that did not participate in the study, the report is \$400. Companies that participate in the 2024 survey will receive the report at no charge. Please see the attached form to pre-order copies or contact lic@loma.org for information. You can order other LIC reports at www.loma.org/LICSurveys.



2024 Report Contents

2024 Sales: Gross vs Not Taken Face Amount and Case Count by Product Type; Group vs Individual; Sales by Month and by State; Average Issue Age; Percentage Sold as Full Benefit Policies; Percentage Submitted by Third Party Marketers

2024 In-Force: Face Amount, Current Death Benefits, and Case Count

Product Management: Growth Rates, Minimum and Maximum Face Amounts Under/Over Age 80; Lapse Rates, Early Pay-Off

Electronic Applications: Sales by App Type; Whether Commissions Differ by Submission Method

Participating Companies Last Year

This list is provided as an example of survey participants from last year's study.

Cincinnati Equitable
Global Atlantic Financial Group
Homesteaders Life
Investors Heritage
LCBA Life
National Guardian Life

NSS Life
Pekin Life
Physicians Mutual
Security National Life
Texas Service Life

TruStage Preplanning Solutions
United Benefits, Inc
United Heritage
USAlliance
Wellabe, Inc.

About LIC

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



LIMRA/LIC Preneed Survey Report – 2024 Sales Data PRE-ORDER FORM

To pre-order the latest LIMRA/LIC Preneed Survey Report - 2024 Sales Data (expected in August 2025), send this completed form to LIC. Invoices will be sent once the report is available. If you have any questions, please contact LIC at lic@loma.org.

Format:

☐ PDF – Email to: _____

☐ Booklet: # of Copies _____
Mail to: _____

Amount Due:

☐ LIC Member Company \$400 (Member Benefit) ☐ LIMRA or LOMA Member Company \$500 ☐ Non-Member \$600

☐ Survey Participant Company - Complimentary

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: _____

Company Name: _____

Email: _____

Please send completed form to lic@loma.org.