

# MEMBERSHIP SURVEY

December 2008



Download this survey at [www.nailba.org](http://www.nailba.org)

## OBJECTIVE

The objective of the survey is to develop a better understanding of NAILBA member company operations by quantifying key areas, including staffing, revenues, premium levels, number of insurers represented, agent appointments, products distributed, and other useful business data.

## METHODOLOGY

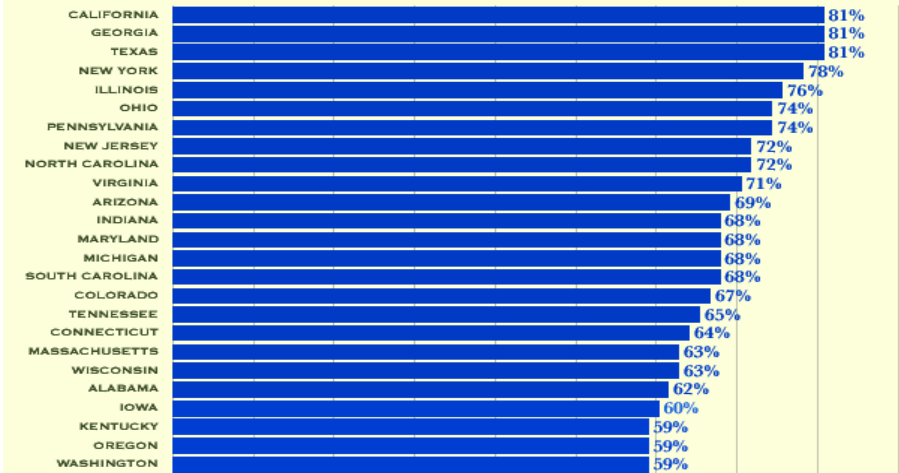
NAILBA commissioned Agent Media to conduct the survey. The survey was developed in conjunction with NAILBA staff members. It was conducted online via email invitations sent in December to NAILBA members. Eighty NAILBA members completed the survey.



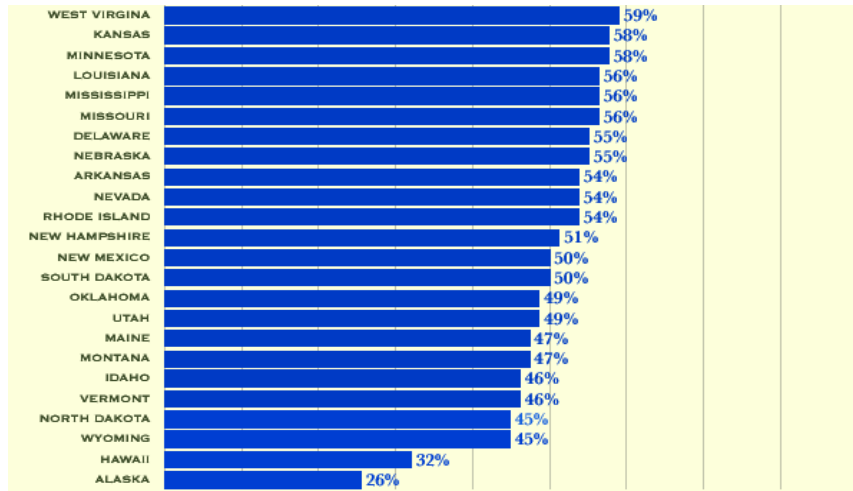
# GENERAL OPERATING INFORMATION



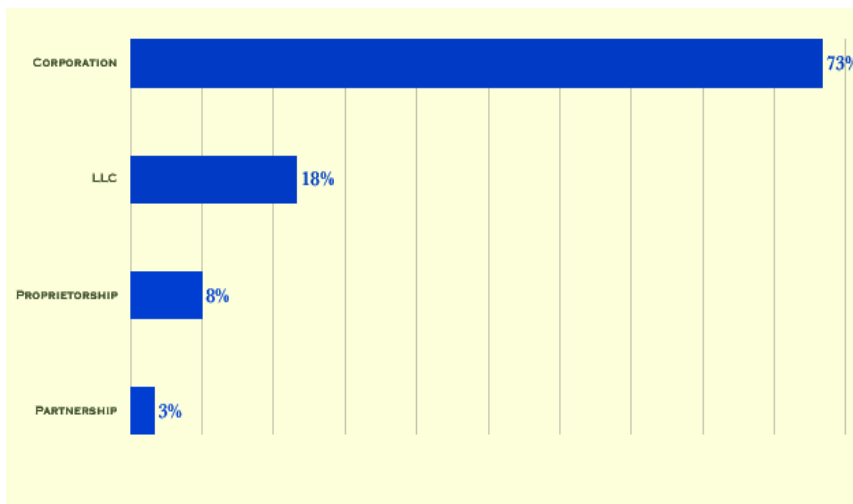
## WHICH STATES ARE YOU LICENSED TO DO BUSINESS?



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## HOW IS YOUR COMPANY ORGANIZED?



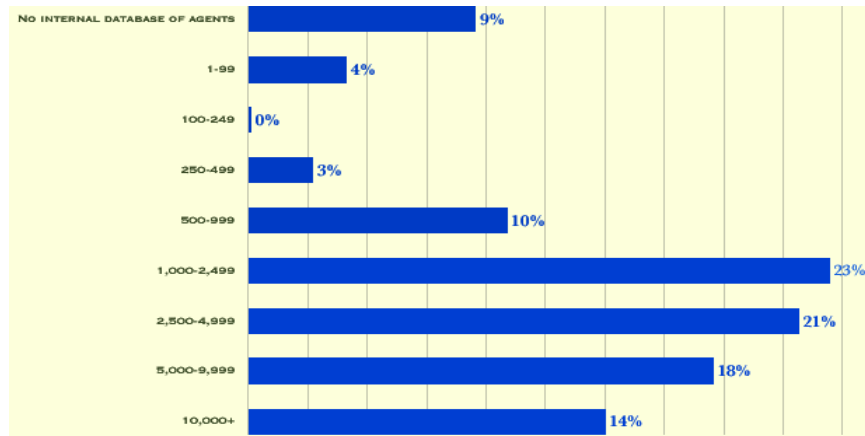
## IN WHAT STATE IS YOUR AGENCY'S MAIN OFFICE?

### Breakdown per state

CA	8	AZ	2	MI	1
NJ	7	IA	2	KS	1
FL	6	KY	2	NH	1
IL	4	MO	2	IN	1
NY	4	PA	2	WY	1
NC	4	TN	2	SC	1
OH	4	ID	1	OR	1
CT	3	HI	1	VA	1
MN	3	GA	1	WI	1
TX	3	AR	1	UT	1



## HOW LARGE IS YOUR INTERNAL DATABASE OF AGENTS TO WHOM YOU MARKET ON AT LEAST A SEMI-REGULAR BASIS?



## AGENTS APPOINTED & ANNUALIZED PREMIUM

### HOW MANY AGENTS ARE APPOINTED TO SELL INSURANCE THROUGH YOUR BROKERAGE?

Mean: 1,453  
Median: 950  
Range: 50 to 7,000

### HOW MUCH ANNUALIZED PREMIUM DID YOUR AGENTS WRITE IN 2007?

Mean: \$12,198,657  
Median: \$3,335,000  
Range: \$257,000 to \$122,000,000

### HOW MUCH TOTAL ANNUALIZED PREMIUM DO YOU REALISTICALLY ANTICIPATE YOUR AGENTS WRITING IN 2008?

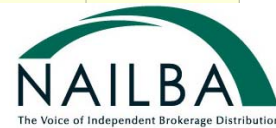
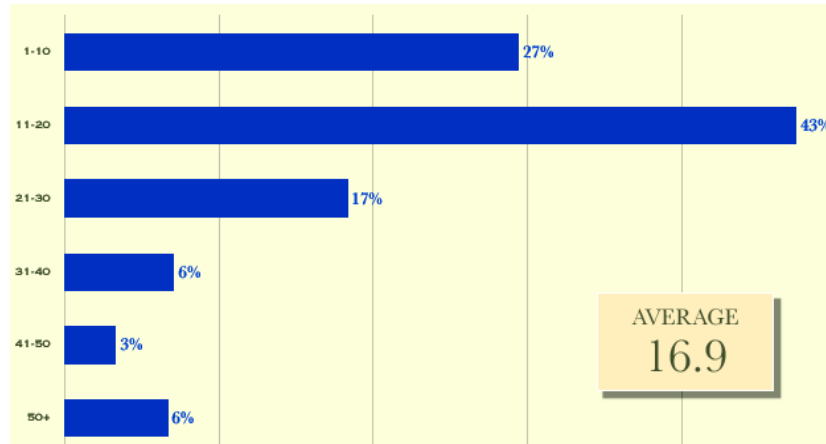
Mean: \$13,356,756  
Median: \$3,250,000  
Range: \$200,000 to \$150,000,000



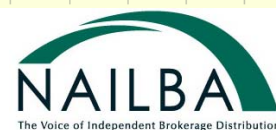
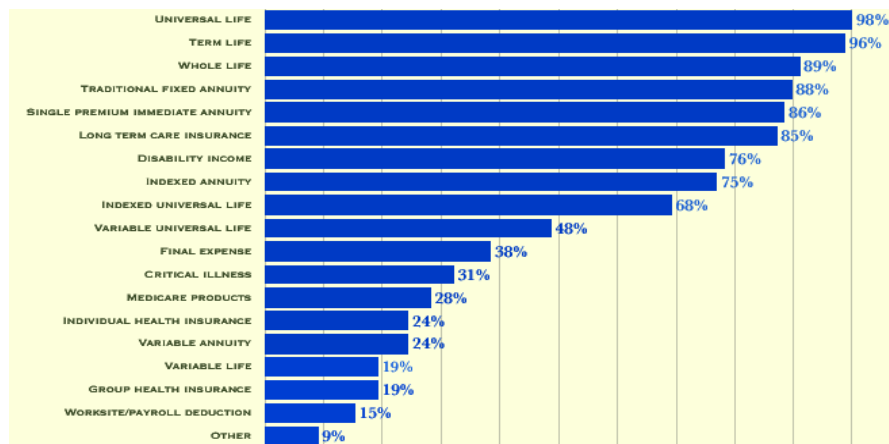
## CARRIERS AND PRODUCT LINES



## HOW MANY LIFE AND HEALTH INSURANCE COMPANIES DO YOU HOLD A DIRECT REPORTING CONTRACT?



## WHICH OF THE FOLLOWING PRODUCTS HAVE BEEN SOLD THROUGH YOUR GENERAL AGENCY IN THE PAST YEAR?



**WHAT PERCENTAGE OF YOUR COMPANY'S TOTAL REVENUE DOES EACH OF THE FOLLOWING PRODUCT LINES ACCOUNT?**

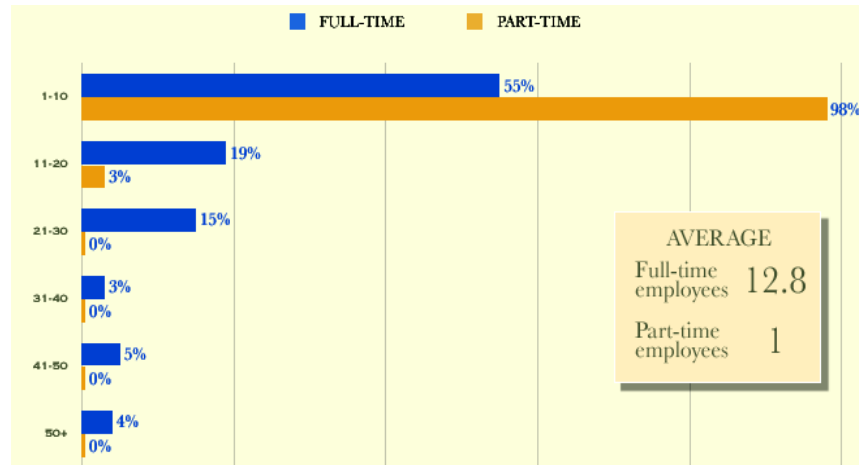
	MEAN	MEDIAN	RANGE
LIFE INSURANCE	73%	80%	1-100%
HEALTH INSURANCE	16%	5%	0-95%
ANNUITY	15%	9%	0-100%
LONG TERM CARE	8%	5%	0-100%
MEDICARE	6%	1%	1-60%
DISABILITY	3%	2%	0-10%



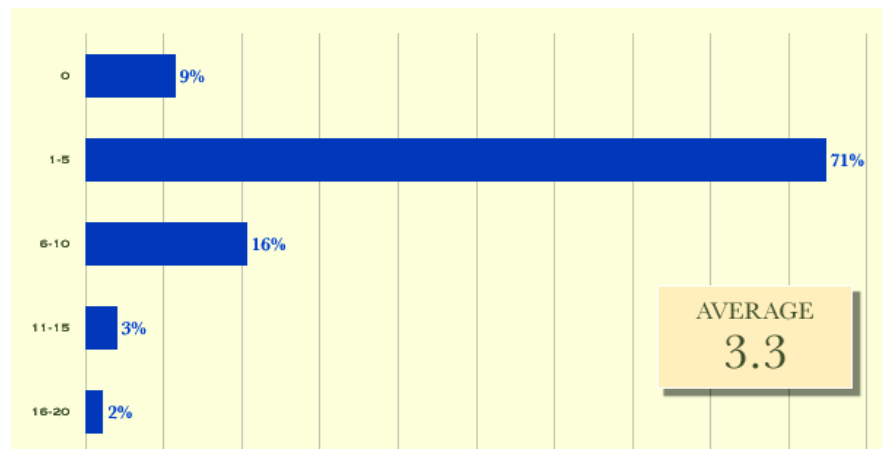
**STAFFING**



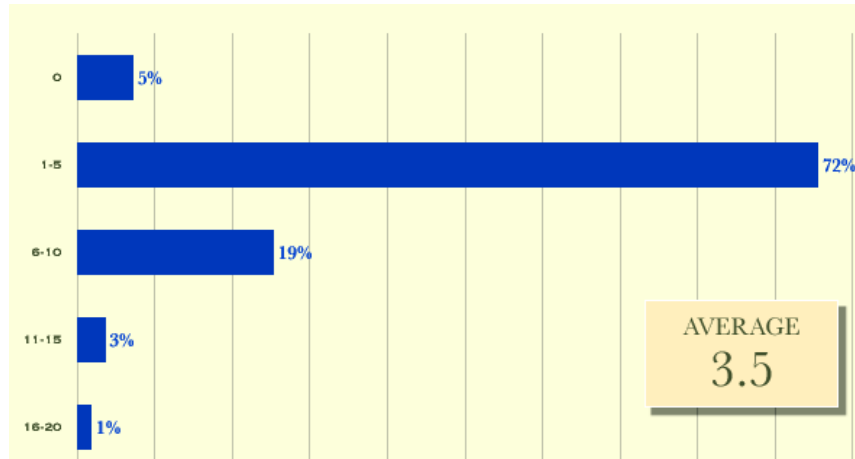
## INCLUDING YOURSELF, HOW MANY STAFF MEMBERS DO YOU EMPLOY?



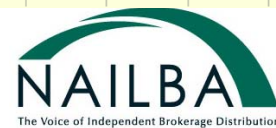
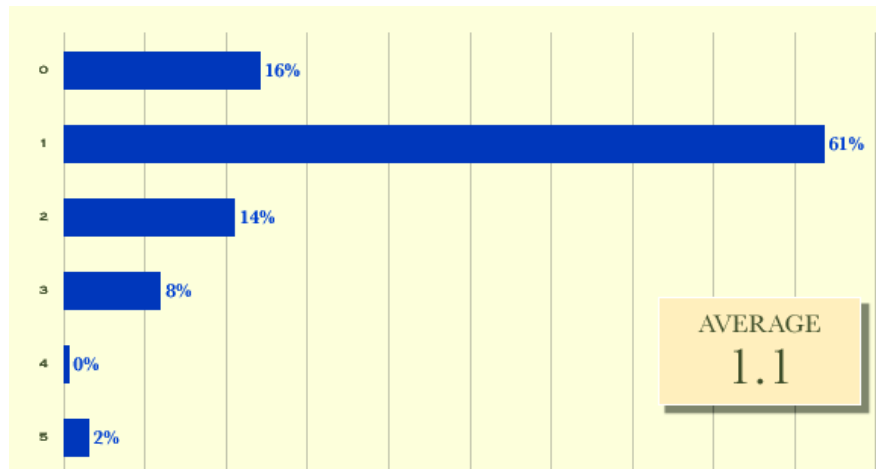
## PLEASE LIST THE NUMBER OF INDIVIDUAL AGENT RECRUITERS YOU EMPLOY



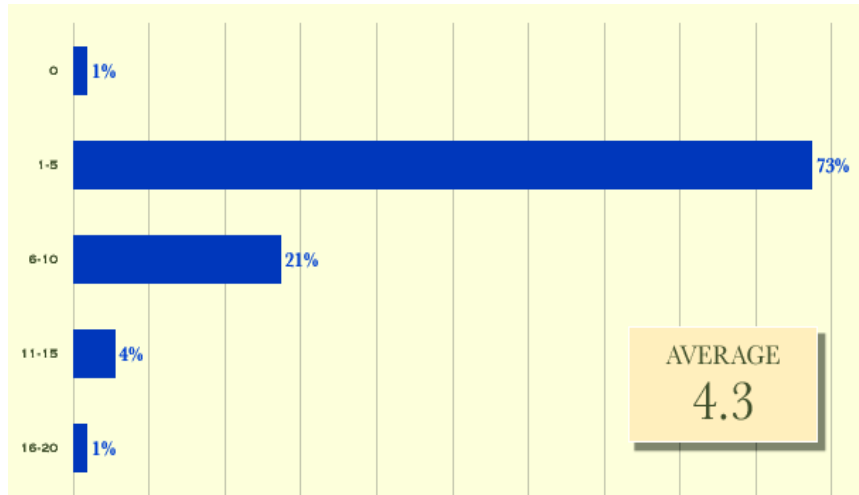
**PLEASE LIST THE NUMBER OF INDIVIDUAL MARKETING PERSONNEL YOU EMPLOY**



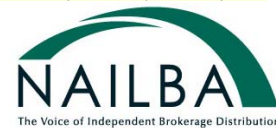
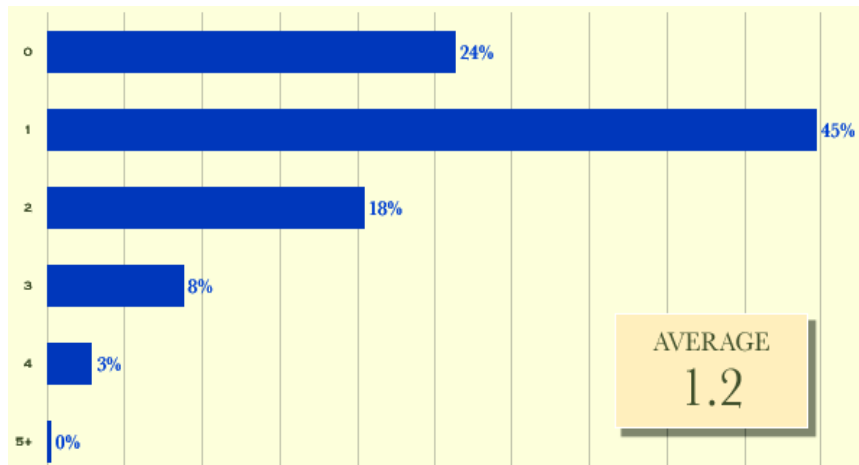
**PLEASE LIST THE NUMBER OF INDIVIDUAL UNDERWRITERS YOU EMPLOY**



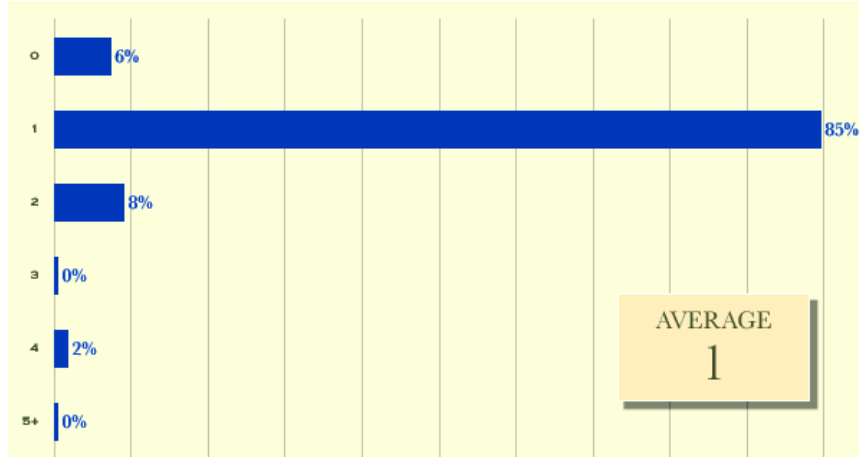
**PLEASE LIST THE NUMBER OF CASE WORKERS YOU EMPLOY**



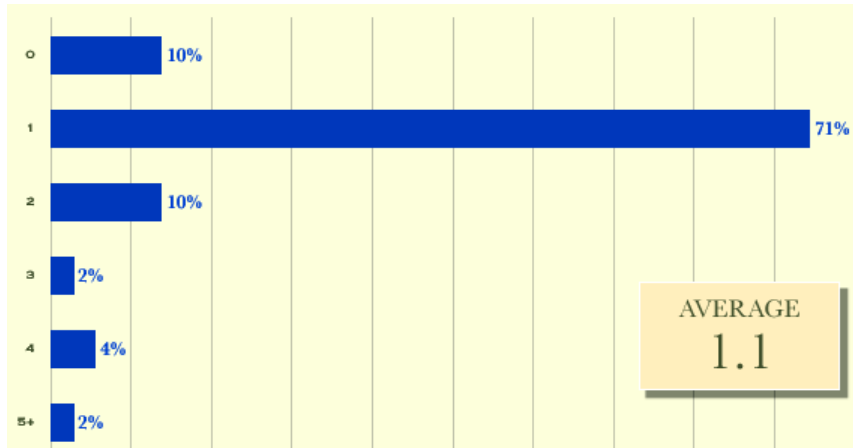
**PLEASE LIST THE NUMBER OF INDIVIDUAL INFORMATION TECHNOLOGY PERSONNEL YOU EMPLOY**



**PLEASE LIST THE NUMBER OF INDIVIDUAL OFFICE MANAGERS YOU EMPLOY**



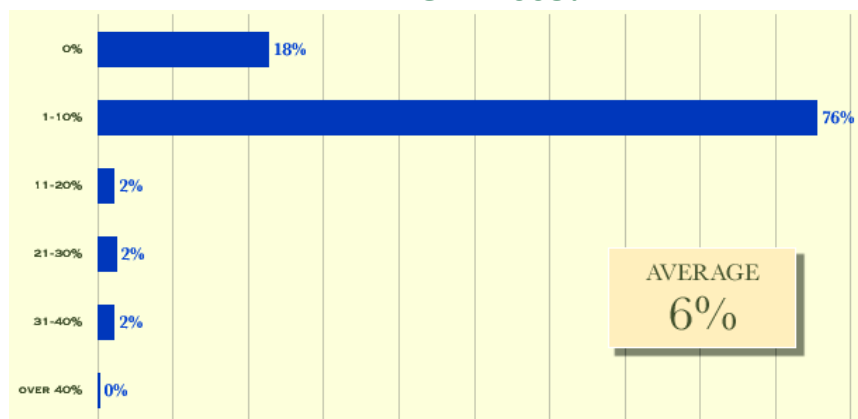
**PLEASE LIST THE NUMBER OF INDIVIDUAL BOOKKEEPERS OR COMPTROLLERS YOU EMPLOY**



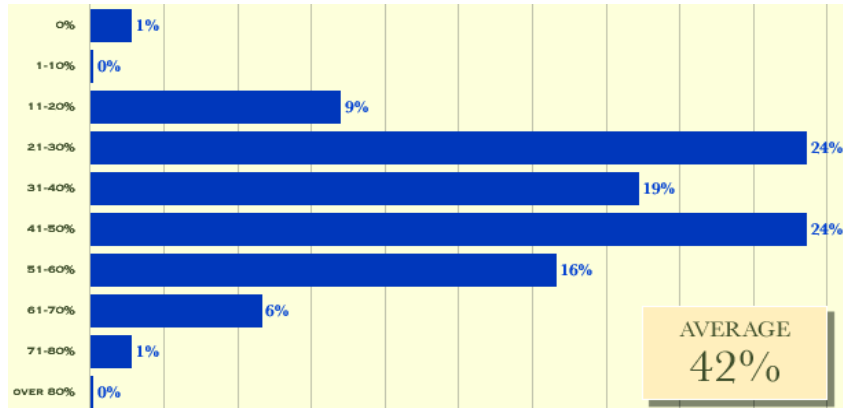
## EXPENDITURES



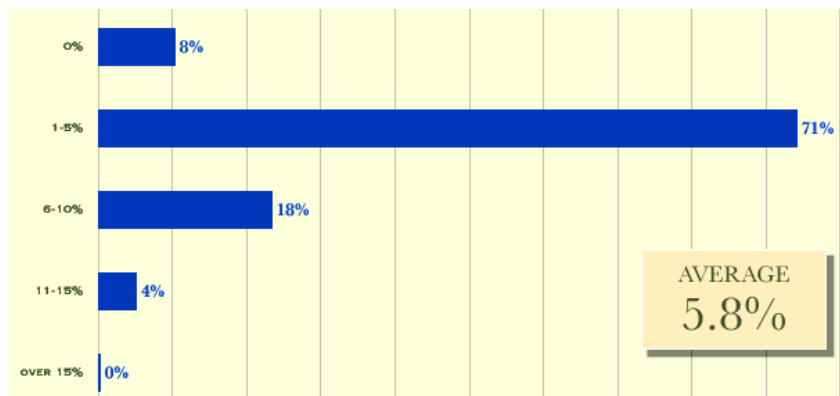
### APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL ANNUAL REVENUE DID YOU ALLOCATE TOWARD AGENT TRAINING IN 2008?



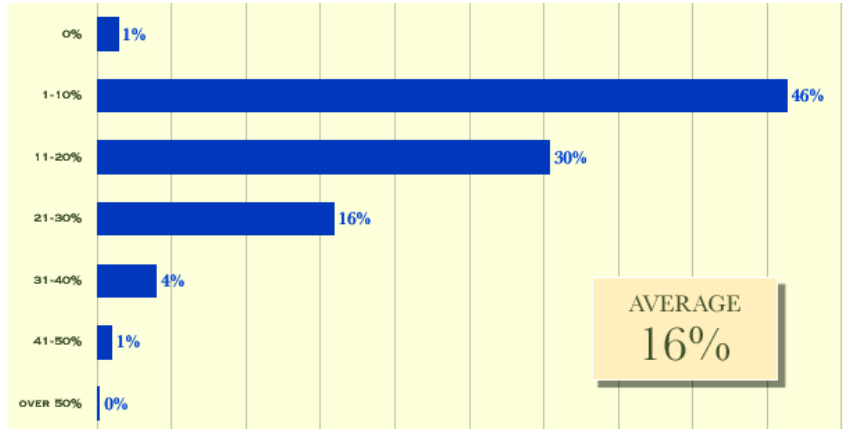
**APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL ANNUAL REVENUE DID YOU ALLOCATE TOWARD STAFF PAYROLL IN 2008?**



**APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL ANNUAL REVENUE DID YOU ALLOCATE TOWARD STAFF TRAINING IN 2008?**



**APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL ANNUAL REVENUE DID YOU ALLOCATE TOWARD MARKETING IN 2008?**



**APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL ANNUAL REVENUE DID YOU ALLOCATE TOWARD BASIC OPERATIONS IN 2008?**

