

## THE PROPOSED FIDUCIARY RULE: Distributor Perspective



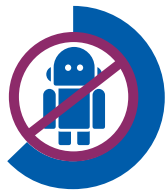
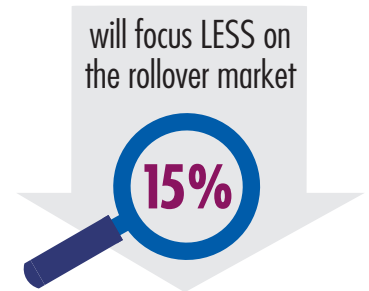
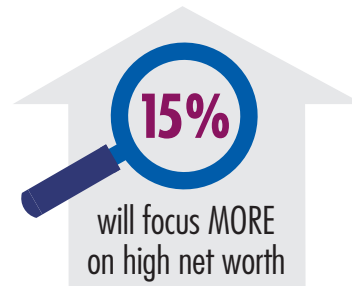
LIMRA's Secure Retirement Institute conducted a survey just prior to the final fiduciary ruling to gain insight on how insurance- and investment-oriented financial services firms might be impacted by this sweeping regulation. Twenty-four firms participated.

**2/3** of the firms expect to use the Best Interest Contract Exemption (BICE) for **CERTAIN** retail products.



**MOST** firms **DO NOT** expect to **SHIFT THE FOCUS** of the markets they currently serve.

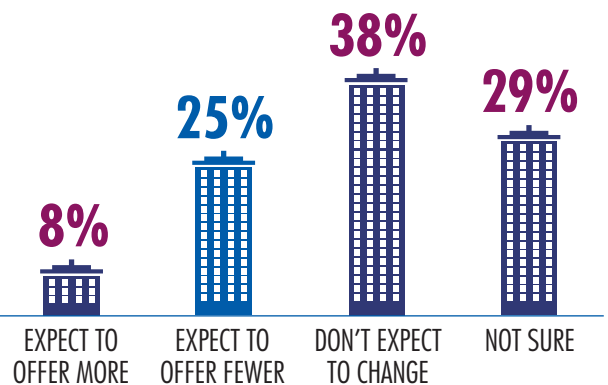
*A small number of firms expect change in two areas:*



**63%**

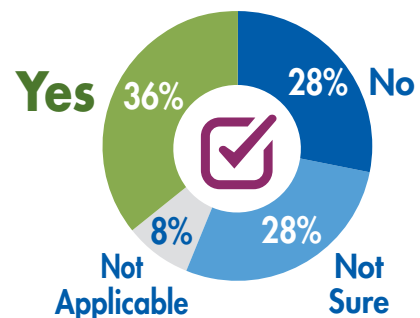
of the firms **DO NOT** view **ROBO-ADVICE** as part of their strategy.

**SOME** firms (**25%**) expect to offer **FEWER** retail products providers on their shelf, but **MOST** either **DON'T EXPECT CHANGES** or are not sure.



**1/3** of the firms think the ruling will have an impact on **ADVISOR LICENSING/REGISTRATION REQUIREMENTS** such as requiring advisors to obtain Investment Advisor Registration (IAR).

**QUESTION:** *Do you anticipate the DOL fiduciary ruling will lead to changes in advisor licensing/registration requirements?*



Changes in **COMPENSATION** and the **THREAT OF LITIGATION** are the top two impacts firms think the DOL fiduciary rule will have on their business.

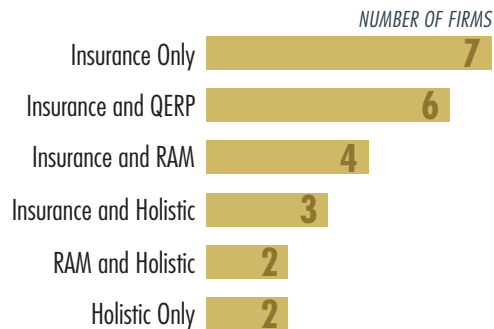


## METHODOLOGY

The survey was sent to DOL project leads at the top-selling annuity distributors during in third week of March. All responses were received prior to the final ruling and are based on participants' interpretation of the proposed rule. A variety of firms contributed, including those solely focused on insurance products and those focused on retail asset management, qualified employer-sponsored retirement plans, or holistic financial planning.

### QUESTION:

*What is your firm's primary focus?  
If more than one, choose the top two.*



Insurance = life and annuity  
QERP = qualified employer-sponsored retirement plans  
RAM = retail asset management (wealth management)  
Holistic = holistic financial planning

