



**2024**  
**DISTRIBUTION**  
CONFERENCE

**WINNING**  
**TOGETHER**

# At the Heart of Distribution: *Recruiting New Talent*



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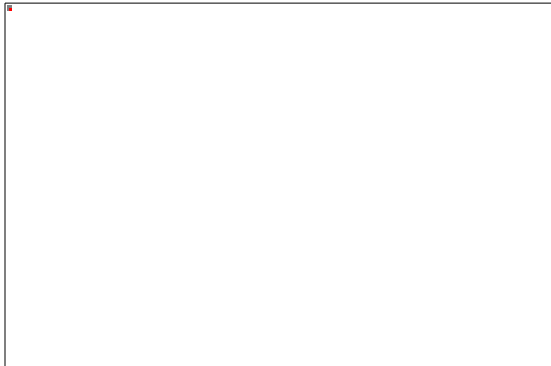


# State of the Industry

# The Need Has Never Been Greater!



**41 percent** of adults in the United States, 101 million consumers, have a life insurance need-gap.

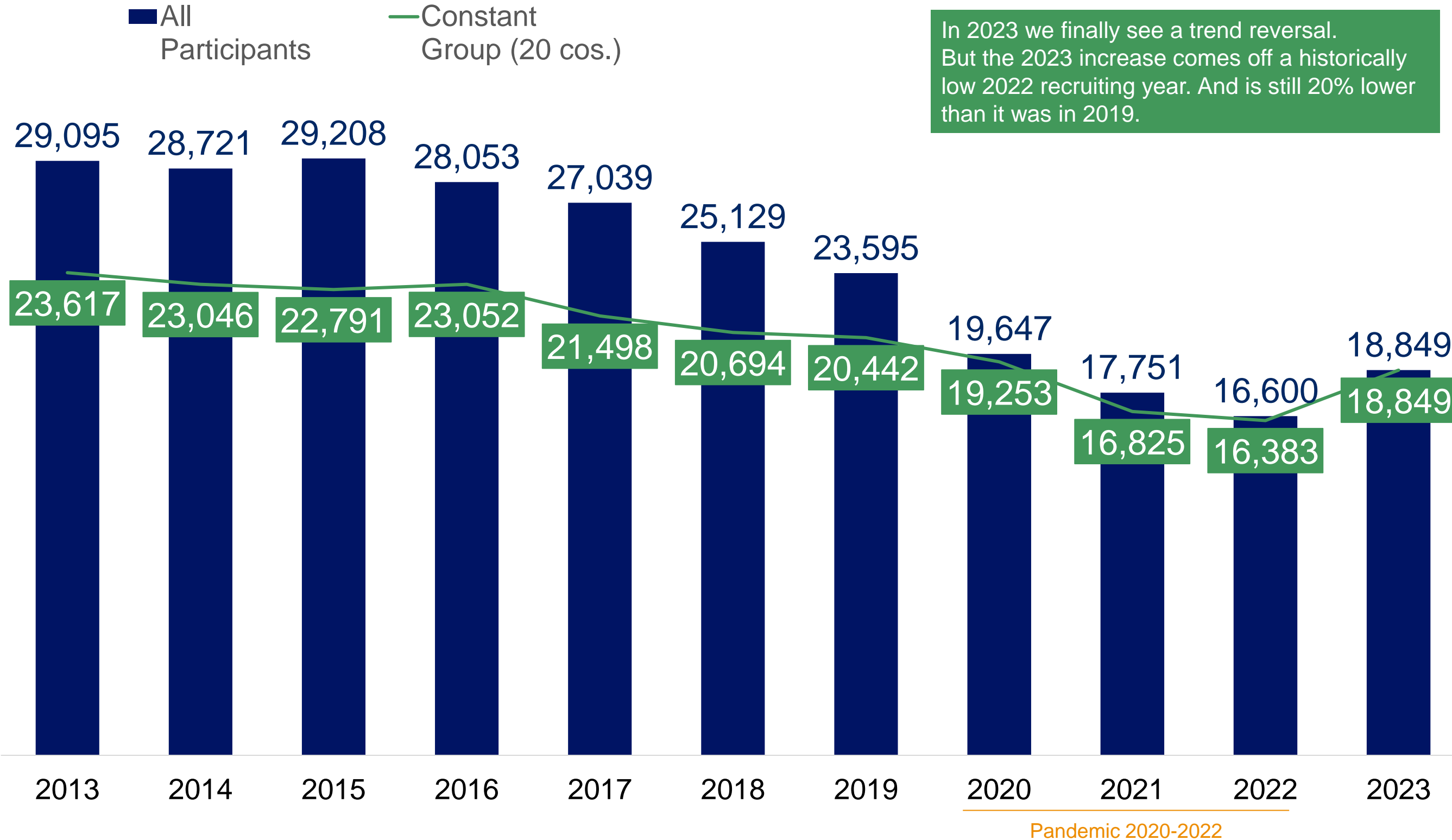


**3 in 10** financial professionals say the most difficult aspect of the life insurance sales process for clients is understanding how insurance products fit with other financial products.



**1/3** of Millennials said they are likely or very likely to buy life insurance in the next 12 months.

# Yet Our Industry is Shrinking...



## Constant Group 20 Companies:

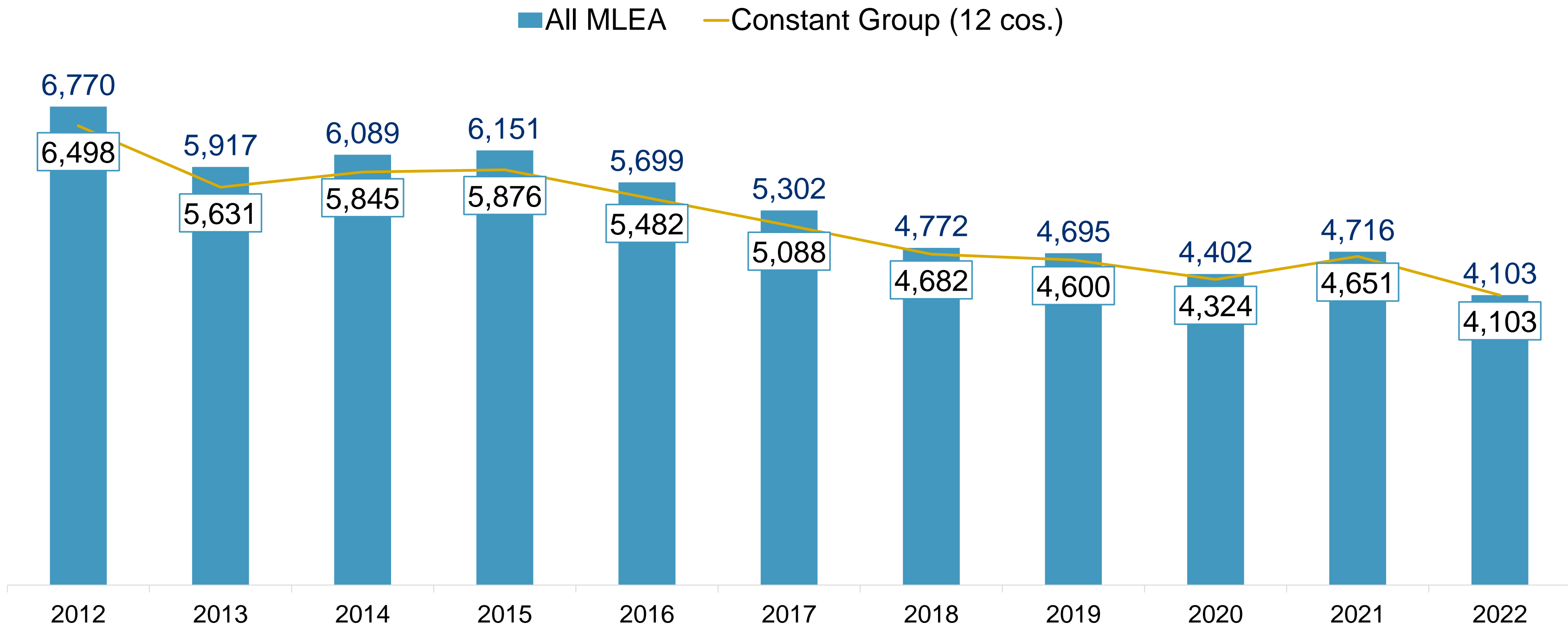
1. Allstate EFS
2. Baltimore Life Insurance Company\*
3. Bankers Life and Casualty Company\*
4. Catholic Financial Life\*\*
5. Equitable\*
6. Guardian Life Insurance Company of America\*\*
7. Knights of Columbus\*\*\*
8. MassMutual\*\*
9. Modern Woodmen of America\*\*
10. Mutual of Omaha Insurance Company\*
11. National Life Group\*\*
12. New York Life\*
13. Northwestern Mutual\*\*
14. OneAmerica Financial Partners, Inc.\*\*
15. Penn Mutual Life Insurance Company\*
16. Principal\*
17. Prudential\*
18. Thrivent Financial for Lutherans\*\*
19. Western-Southern Life Insurance\*
20. WoodmenLife\*\*

\*MA system; \*\*GA system; +Fraternal



Source: Career FP (Agent) Recruiting, LIMRA, 2023. All participants based on those participating that year, so not a constant group

# Multi Line Exclusive Agency (MLEA) Number of Recruits



Source: MLEA Recruiting Trends, LIMRA | US only

# What Now?! Let's Discuss...

**WHO TO  
RECRUIT**

**THE  
OPPORTUNITY**

**THE MODERN  
RECRUITER**

**MONEY  
MATTERS**



# Who To Recruit



# Who Are The Best Candidates *and* Where Can You Find Them?





# The Opportunity

# How Are You Positioning Your Organization, The Role, and The Potential?





# The Modern Recruiter

# Whose Job is Recruiting Anyway?





# Money Matters

# It's Not Just About The Money...Is It?



# Which *ONE* Has Had The Most Impact?

**WHO TO  
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# Audience Q&A



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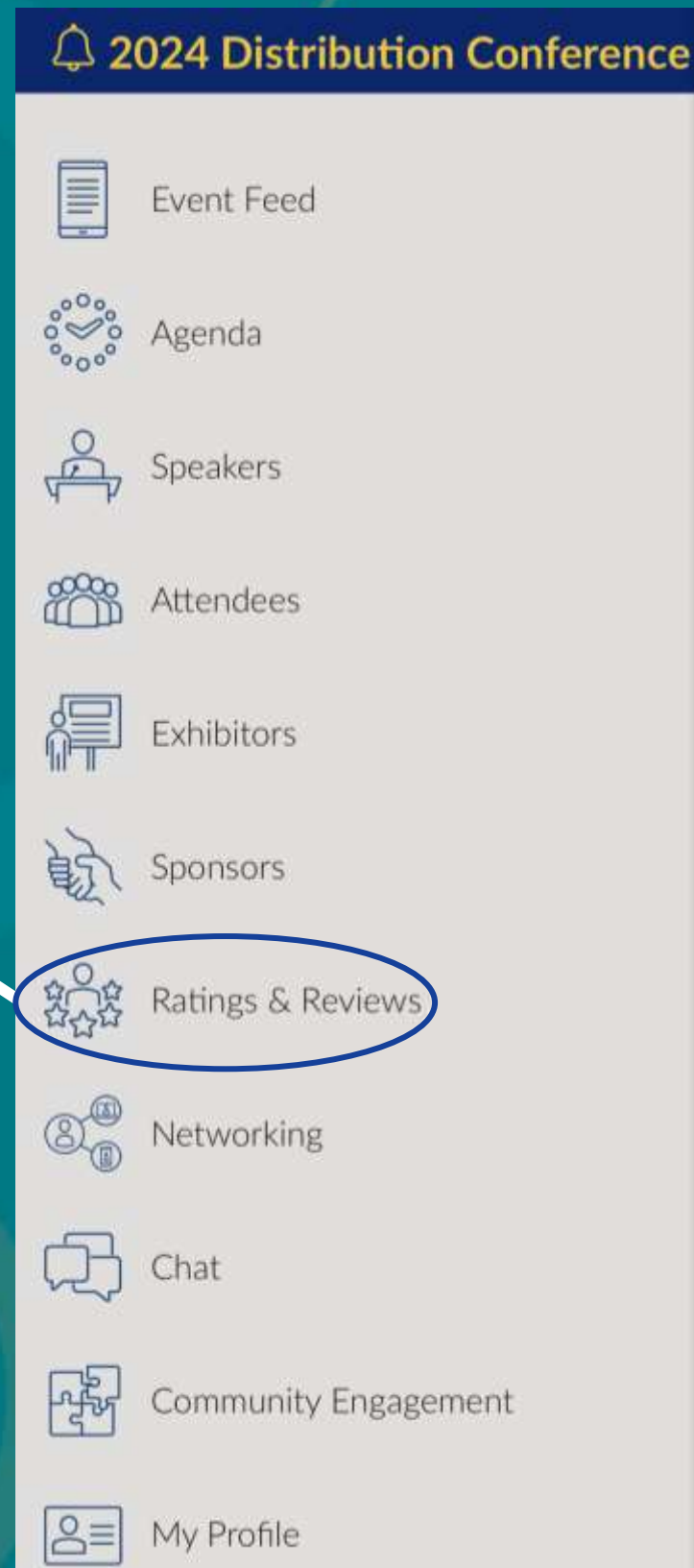


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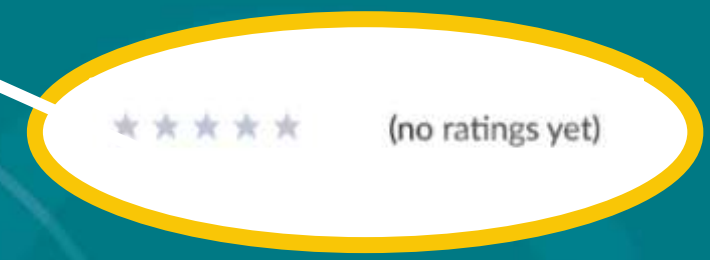
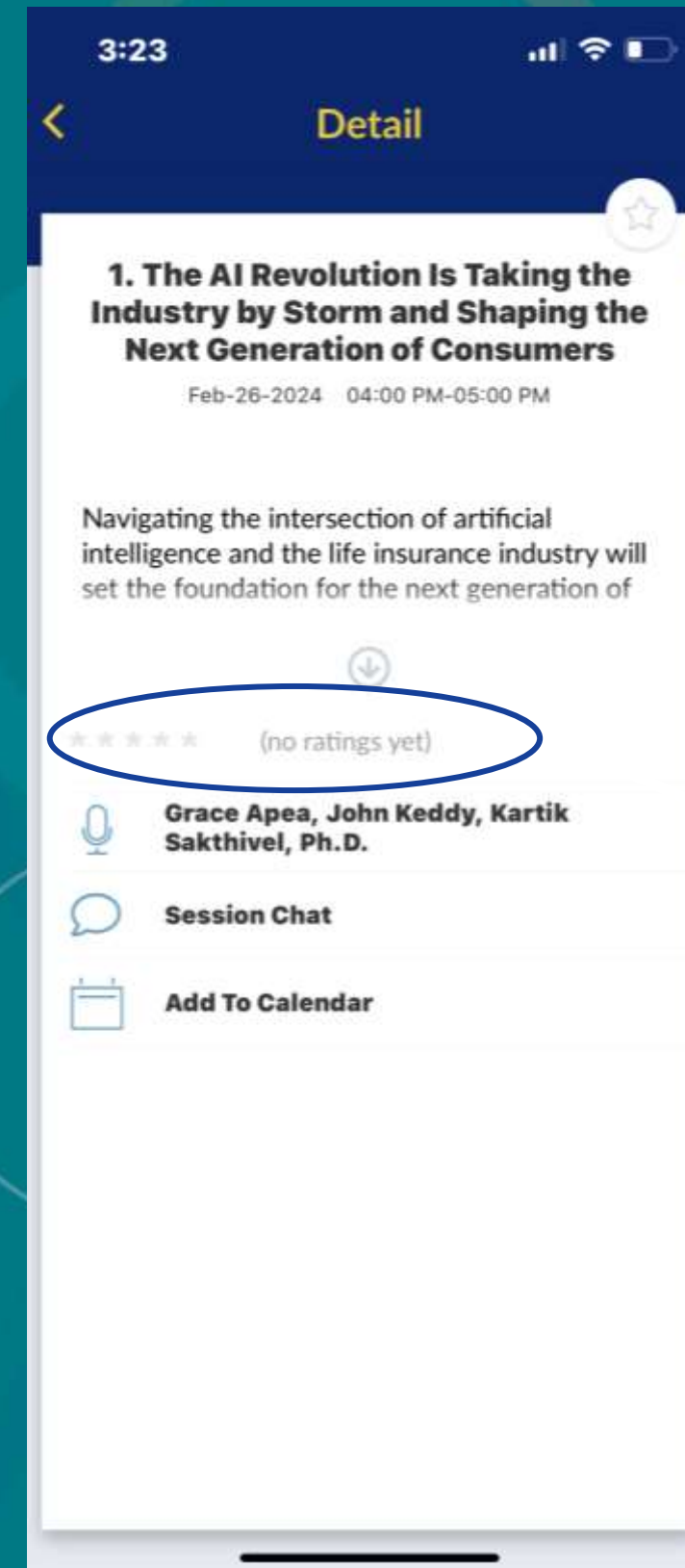
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# Please Provide Your Feedback on the Conference App

## OPTION 1



## OPTION 2



# Thank You



*Navigate With Confidence*