



2024 LIFE  
INSURANCE  
& ANNUITY  
CONFERENCE

**Powering  
Growth**

**Growth of the  
RIA Channel**





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Nationwide



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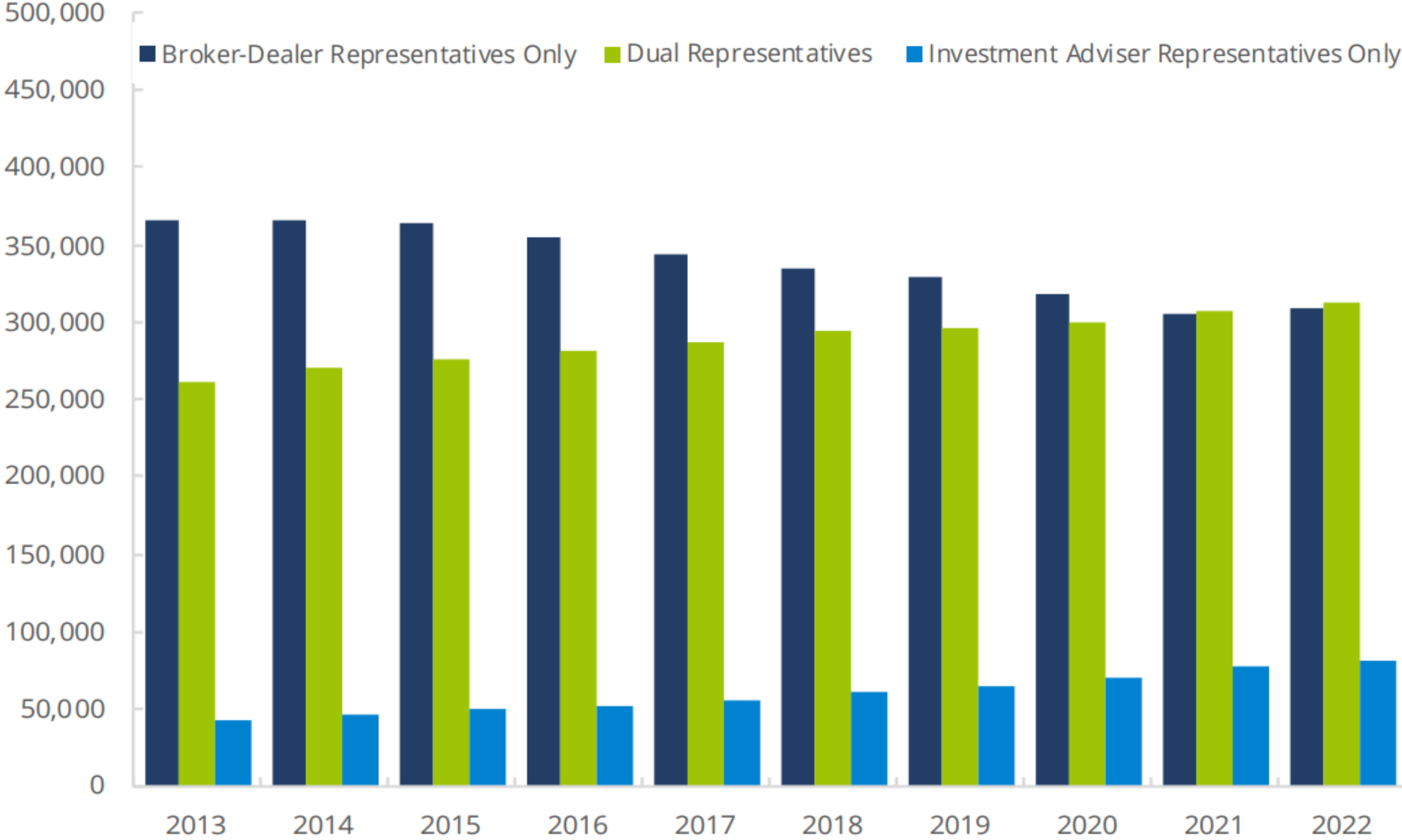




# The RIA Landscape



# A Changing Ecosystem



The traditional **broker-dealer representative** population has **fallen** for 8 of the past 9 years

The **IAR** and **dually-registered rep** population has **increased** for the past 10 years.



4 Values represent counts as of year-end. Source: [2023 FINRA Industry Snapshot](#), FINRA, 2023.

# Reasons for Migration to RIAs

Regulatory pressures

Alignment of interests with clients

Client preferences

Desire for independence

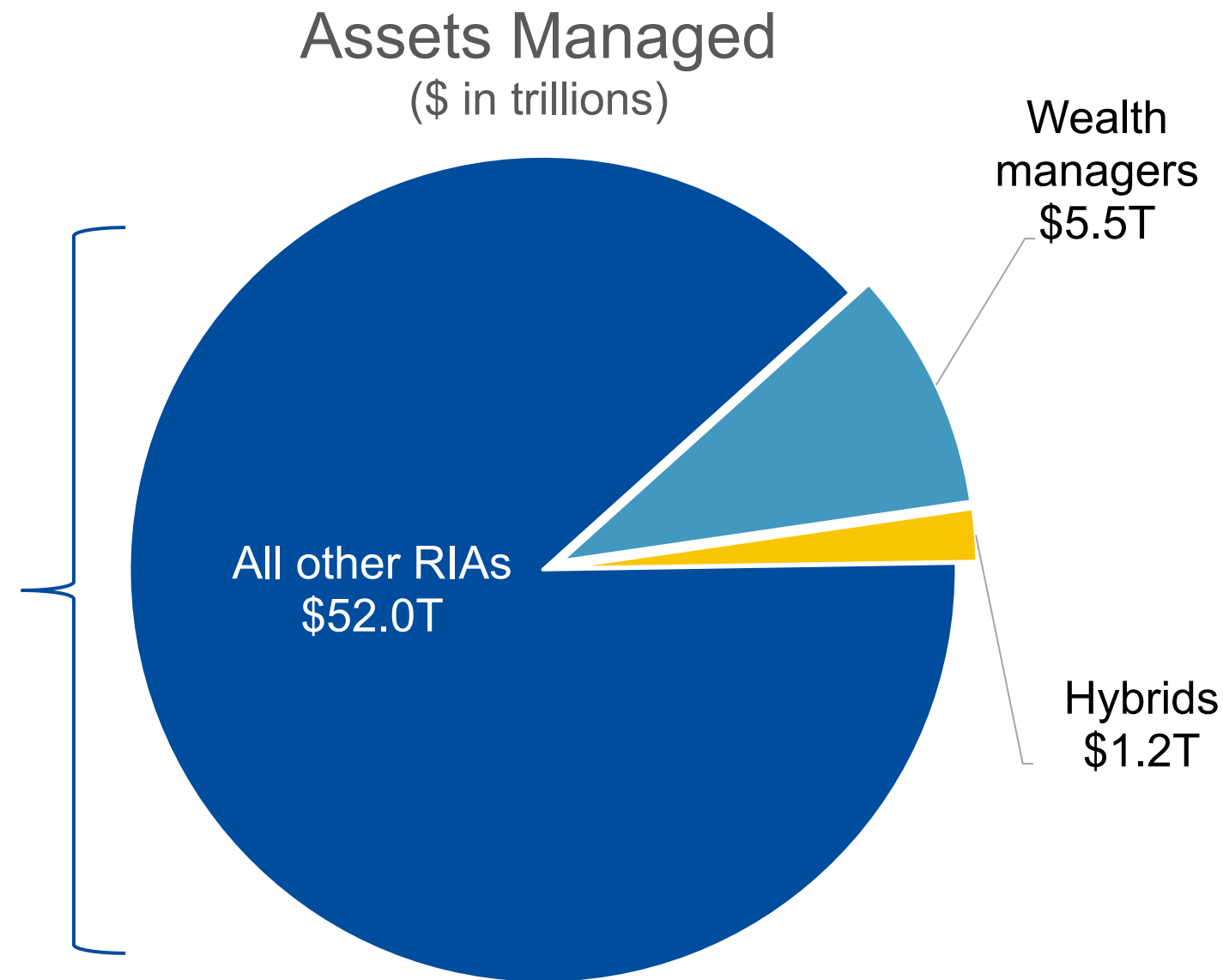
Lowered barriers to entry

# RIA Firms Manage Trillions in Assets

## Registered Investment Advisors: The Landscape

### Provide Advice to Institutions & Major Investors

- Asset managers (\$22T)
- Hedge funds (\$29T)
- Turn-key asset management (TAMPs) (\$1T)



### Provide Advice to Individuals

20,000+ firms  
 Avg. AUM = \$273 million  
 Top firms:

- Fisher Investments
- Creative planning
- EP Wealth Advisors
- Savant Wealth Management
- Wealthspire Advisors

<1,000 firms  
 Avg. AUM = \$1.6 billion  
 Top firms:

- CL Private Wealth
- Cambridge Investment Research Advisors Inc.
- SCS Capital Management
- Mercer Global Advisors
- Private Advisor Group

RIA Database defines "wealth managers" as firms that provide financial planning, comprehensive wealth services, manager due diligence, asset allocation and investment selection advice to clients. Wealth managers may offer holistic planning including accounting services, tax and estate planning and family office services. Many wealth managers also offer asset management services which may include portfolio management. Pure asset management firms such as fund companies, ETF sponsors or separately managed account firms are not included.

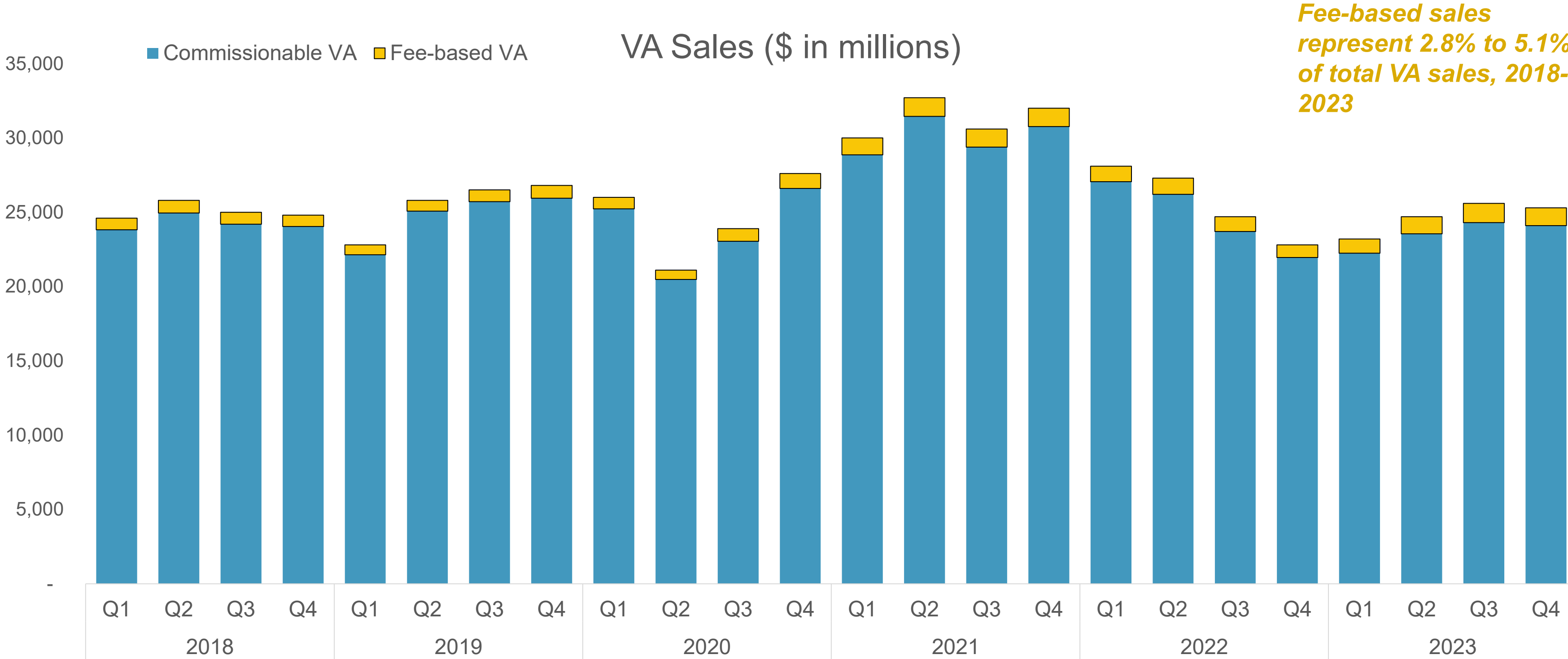
Sources: RIA Channel <https://www.riachannel.com/understanding-the-ria-channel/>; Top Hybrid RIAs 2023 <https://www.investmentnews.com/rias/data/top-hybrid-rias-2023-240801>; AdvizorPro <https://advizorpro.com/top-independent-rias/>



# Discussion Topics

- Fee-Based Annuities
- Advisor perspectives on fee-based on annuities
- OIDs and Platforms
- Wholesaling

# Variable Annuity Sales Trends

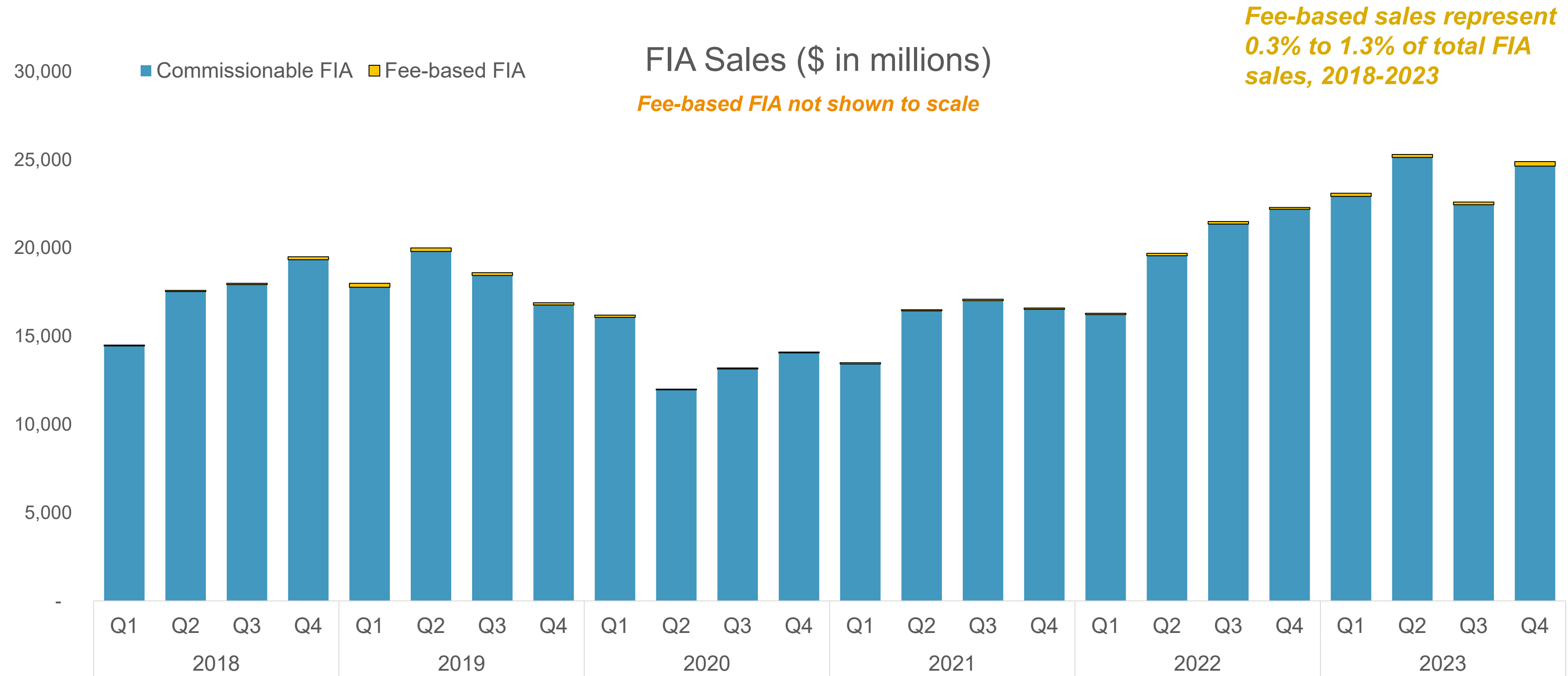


8 Includes both traditional VAs and RILAs. Source: LIMRA and LOMA, U.S. Individual Annuities Survey.





# Fixed Indexed Annuity Sales Trends



9 Source: LIMRA and LOMA, U.S. Individual Annuities Survey.

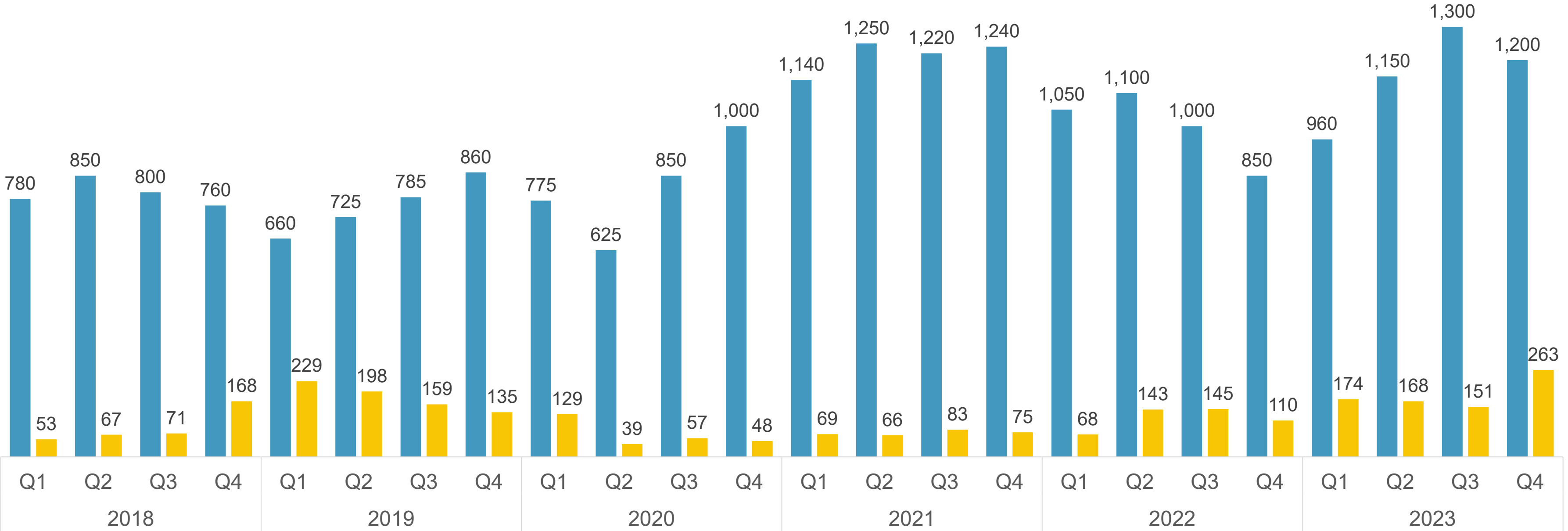


# Fee-Based Annuity Sales Trends

2023 Fee-Based RILA = **\$850M**  
 2023 Fee-Based Trad. VA = **\$3,760M**

■ Fee-based VA ■ Fee-based Indexed

Fee-Based Annuity Sales, 2018-2023 (\$ in millions)



10 "Fee-based VA" includes both traditional VAs and RILAs. Source: LIMRA and LOMA, U.S. Individual Annuities Survey.



# Top Five Fee-Based Annuity Sellers in 2023

## Fee-Based VA

1.   
Nationwide
2.   
Lincoln  
Financial Group®
3.   
JACKSON®
4.   
NEW  
YORK  
LIFE
5.   
TRANSAMERICA®

## Fee-Based FIA

1.   
Sammons.  
FINANCIAL
2.   
MassMutual
3.   
corebridge  
financial
4.   
Lincoln  
Financial Group®
5.   
Allianz



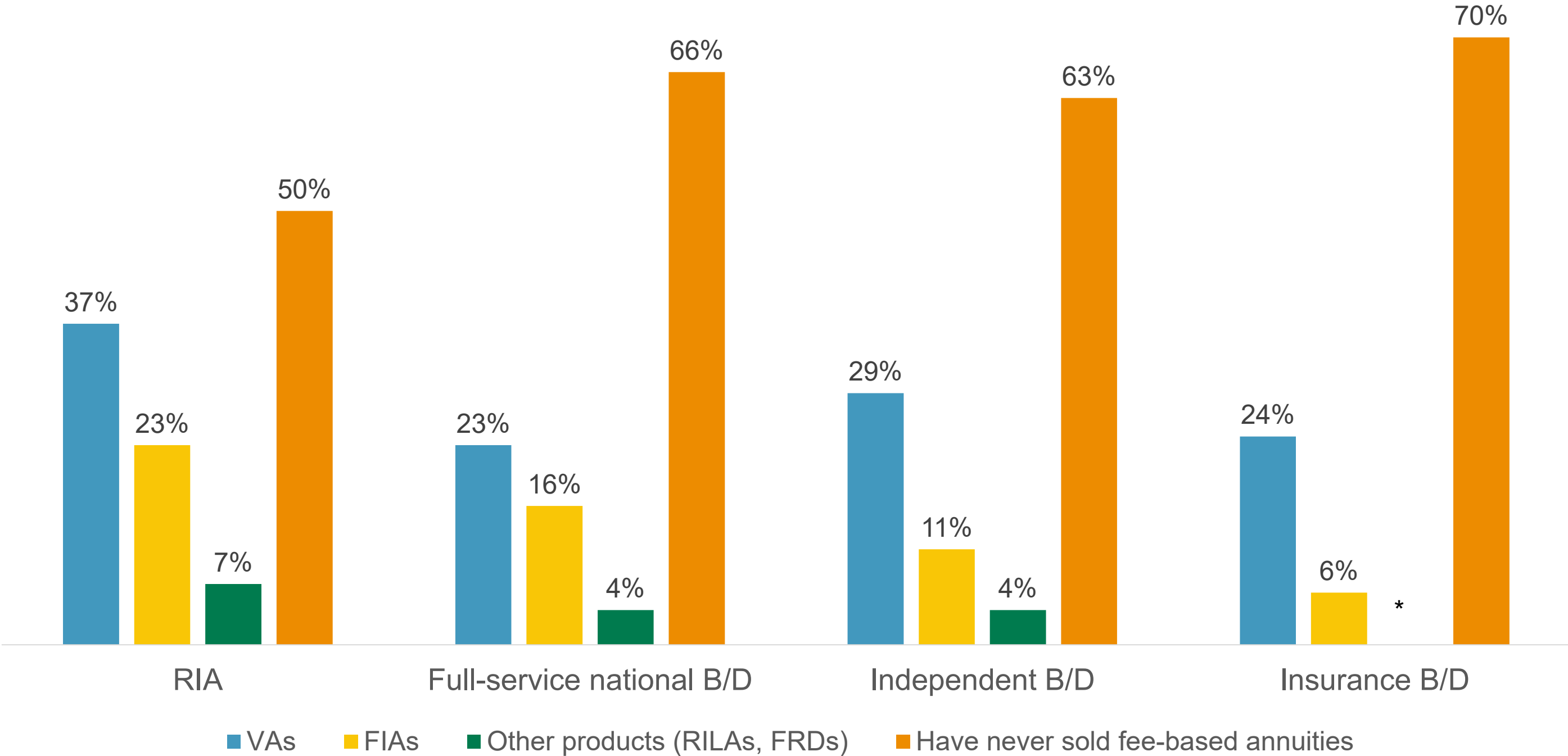
11 "Fee-based VA" includes both traditional VAs and RILAs. Source: LIMRA and LOMA, U.S. Individual Annuities Survey.

# Advisor Perspectives on Fee-Based Annuities



# Most Advisors Have Not Sold Fee-Based Annuities

Ever Sold Fee-Based Annuities, by Affiliation



All results based on a December 2023 to January 2024 online survey of 759 financial professionals who:

- Are **IARs** or **dually registered reps**
- Have been working as advisors for **at least two years**
- Provide advice to **individuals** (not institutions)
- Work with client bases where at least 10 percent of clients are **pre-retirees** (retiring in next 10 years) or **recent retirees** (retired within past 5 years).

Based on 537 advisors who have sold annuities within the past two years. Multiple responses allowed, except “have never sold fee-based annuities.” \*Less than 0.5%. One percent of advisors were not sure whether they had ever sold fee-based annuity products. Source: 2024 Retail Advisor Study.



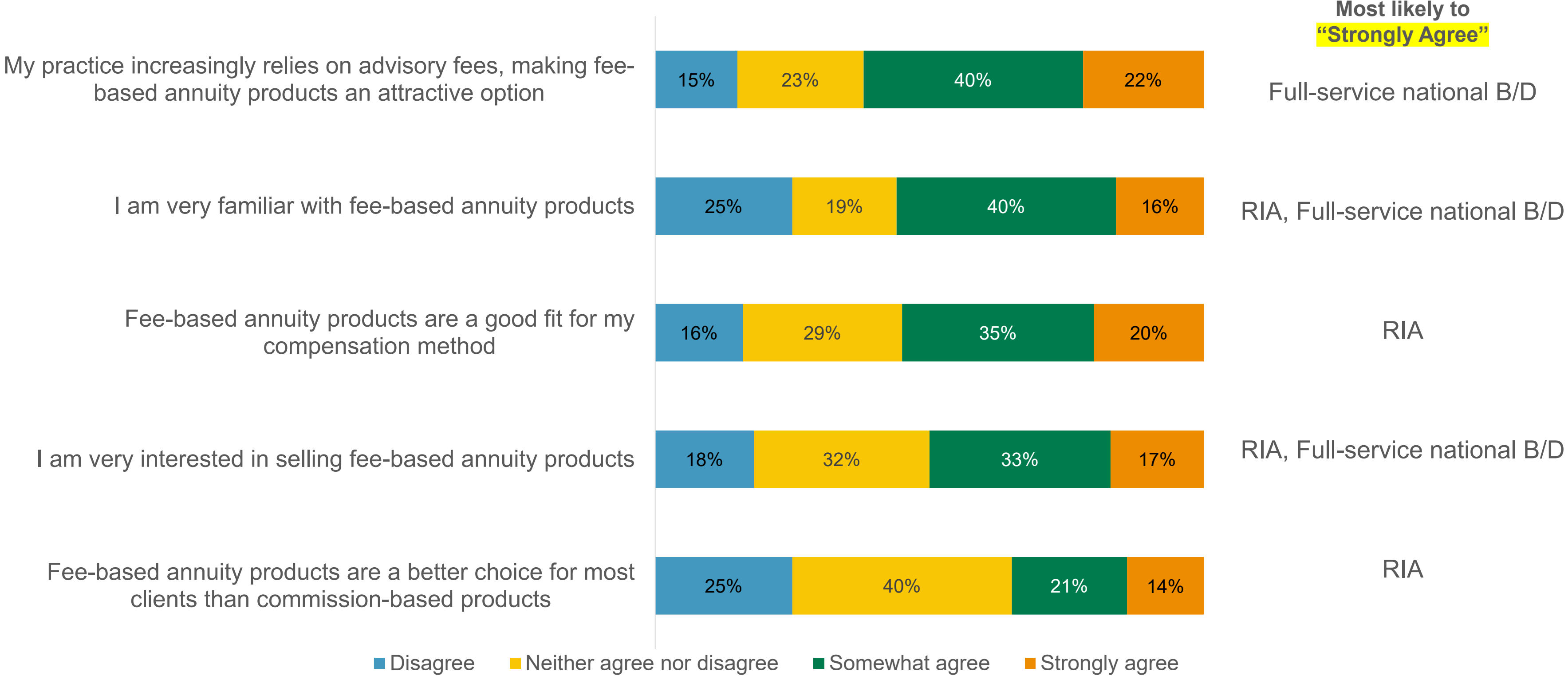
# A Majority of Advisors Hold Positive Views Toward Fee-Based Annuities



14 Based on 528 advisors who have sold VAs, RILAs, or FIAs within the past two years. Source: 2024 Retail Advisor Study.



# Positive Views Toward Fee-Based Annuities Among Fee-Based Advisors

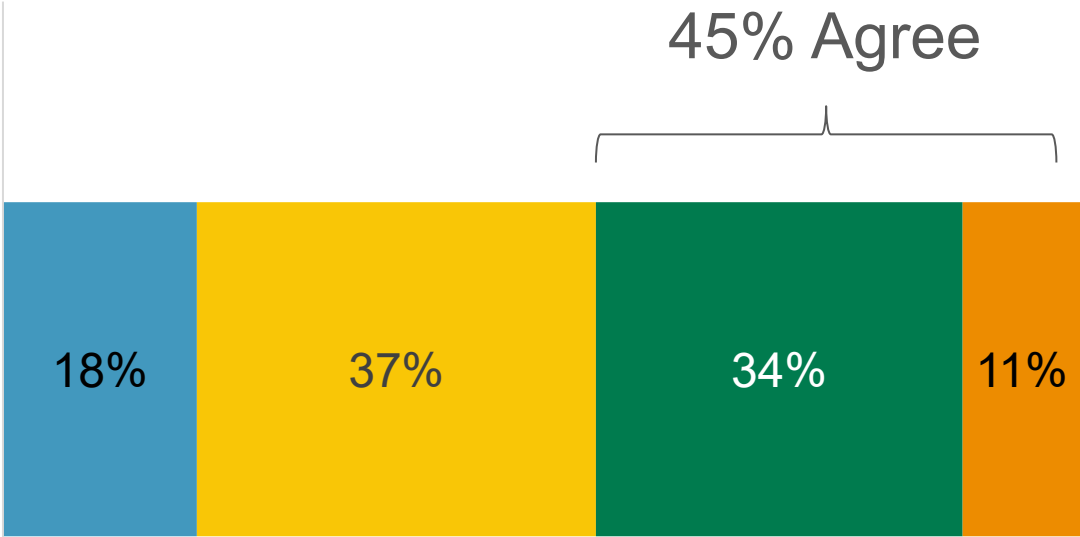


15 Based on 528 advisors who have sold VAs, RILAs, or FIAs within the past two years. Source: 2024 Retail Advisor Study.

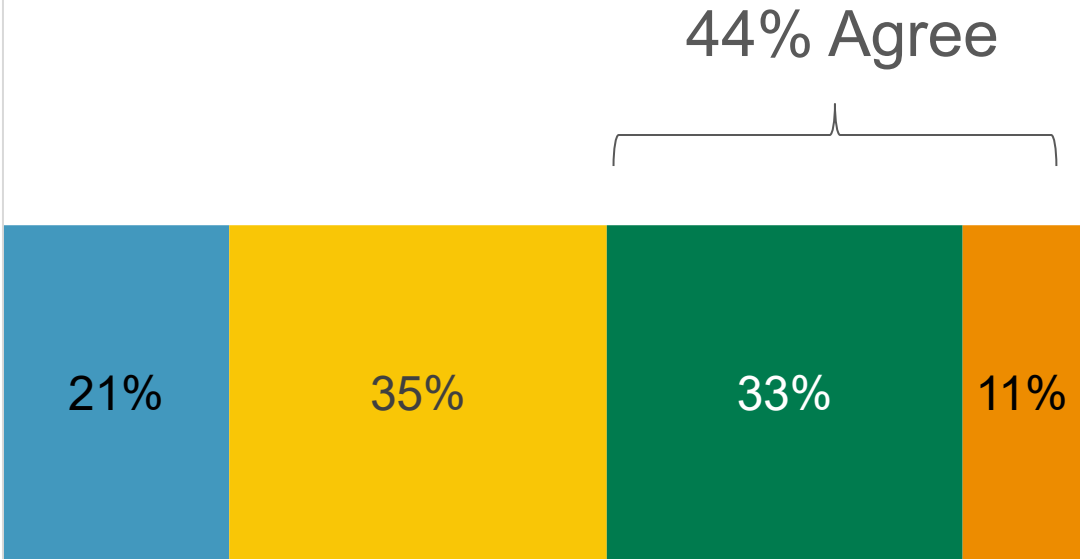


# Reservations About Fee-Based Annuities Persist

Insurance companies have not "made the case" for fee-based annuity products



Current platforms cannot easily accommodate fee-based annuity products



*While nearly half of advisors agreed with these negative statements, only 1 in 9 "strongly agreed."*

■ Disagree   ■ Neither agree nor disagree   ■ Somewhat agree   ■ Strongly agree





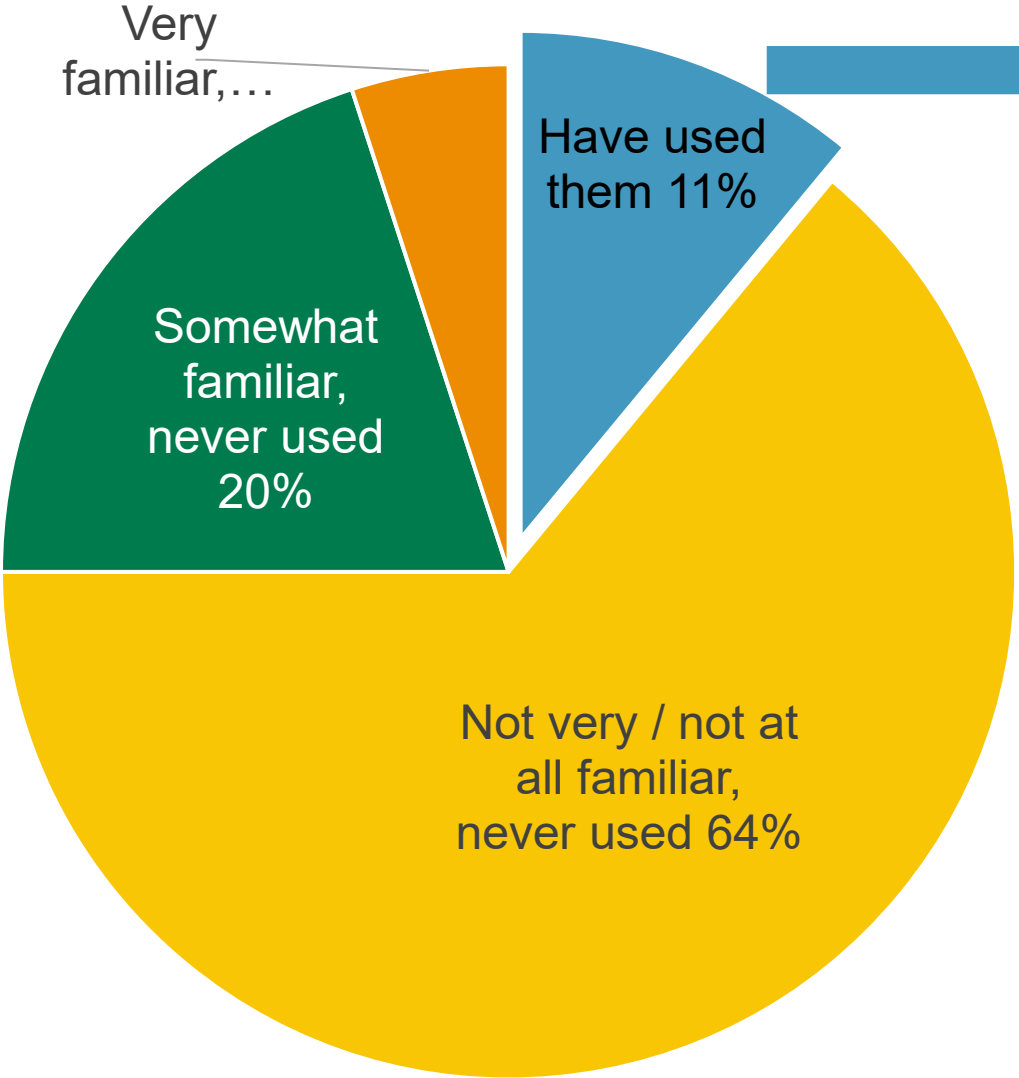
# Advisor Perspectives on OIDs and Platforms



# Vast Majority of Advisors Have Not Used OIDs

## Use of and Familiarity With Outsourced Insurance Desks

Advisors who do **not** rely heavily on annuities for their annual revenue are the **most likely to be familiar** — and it is primarily these advisors for whom OIDs might be the most helpful



### Advisors who have used OIDs\*:

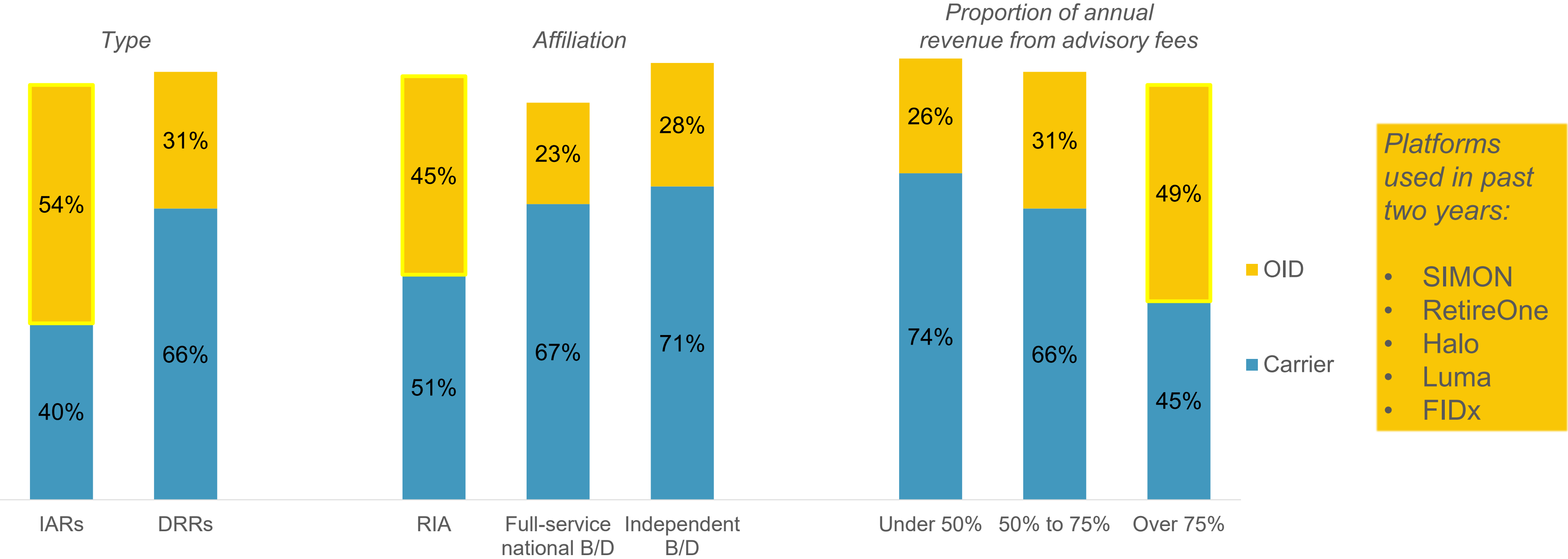
- 32% increased use over past two years
- 49% had same level of usage
  
- 29% anticipate increasing use over next two years
- 51% anticipate same level of usage

18 Based on 759 advisors. \*Based on 86 advisors who used OIDs in the previous two years. Source: 2024 Retail Advisor Study.



# OIDs Preferred by IARs, RIA-Affiliated, Fee-Based Advisors

## Preference for Placing Annuity Business

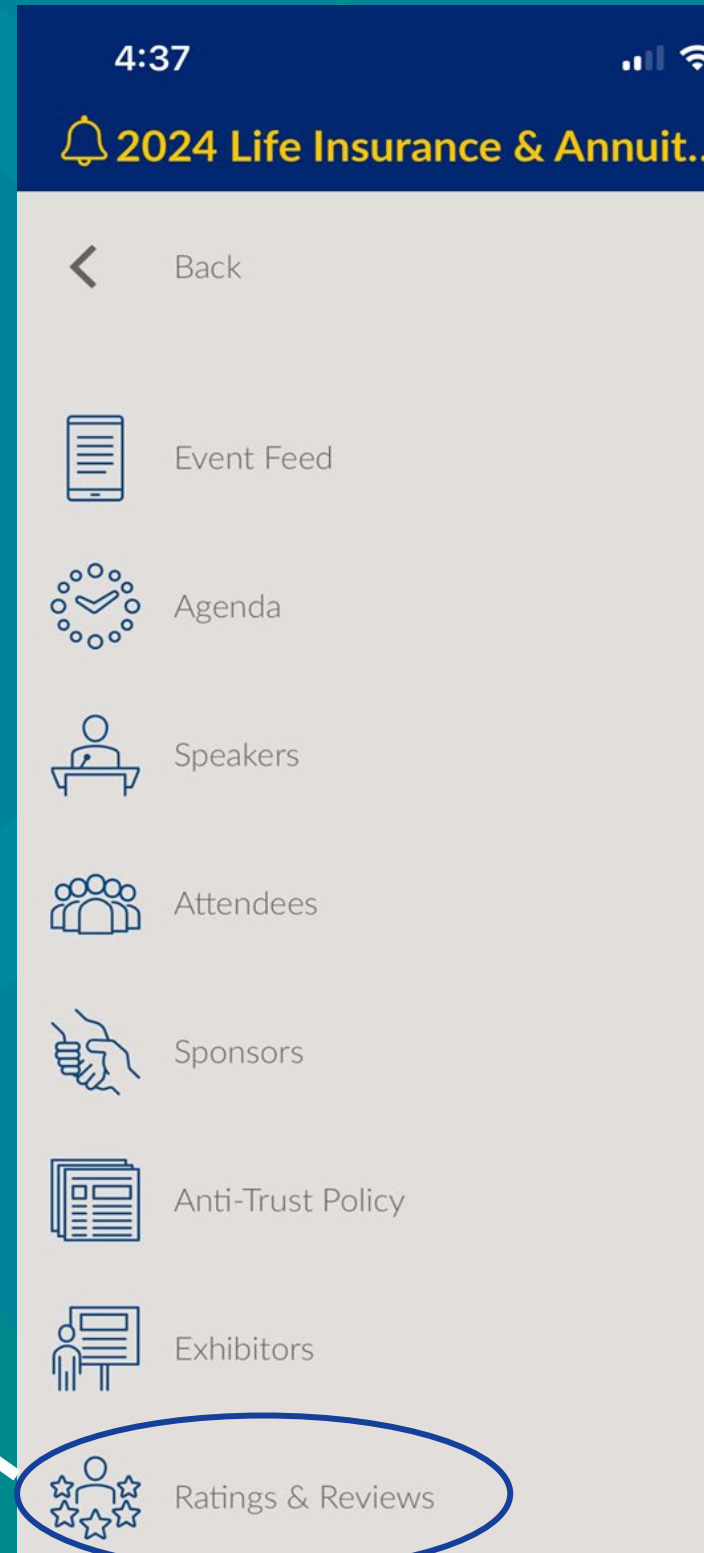


19 Based on 271 advisors who have used OIDs or who are familiar with them. Not shown: 4% prefer an "other method" for placing annuity business. Source: 2024 Retail Advisor Study.

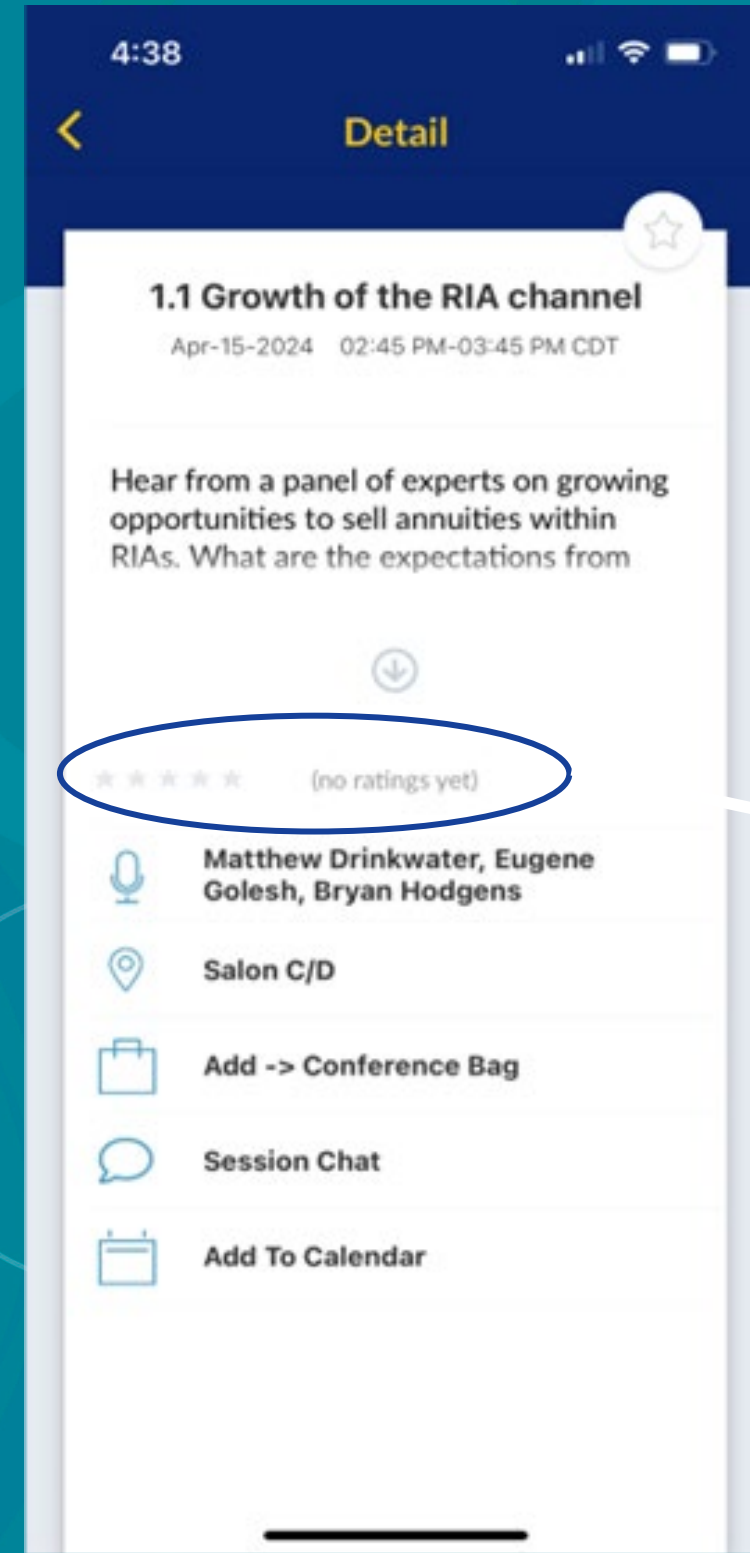


# Please Provide Your Feedback on the Conference App

## OPTION 1



## OPTION 2



# Thank You

