

# Episode 289: Utilizing LIMRA to Better Your Business

Thank you for attending today's episode of "Money Script Monday." My name is Sara Sullivan, and I'm the licensing and contracting manager here at LifePro Financial Services. I've been with the company for a whole 20 years in various roles and have been doing licensing and contracting for about 12 of those years. Whether you've been with us for a while, or are a brand-new agent, hopefully, I can bring some of my knowledge and experience to you in a clear and concise manner.

Something I've always been curious to know more about, and something I personally hear mentioned many, many times on a daily basis is LIMRA. I'm sure most of you have at least heard of it. You may have used it to take a training or two, or perhaps you're a full subscriber. But I did a little bit of a deeper dive into the topic, which I hope will be beneficial to you and your practice, no matter what your LIMRA org status.

There are so many services and publications offered by LIMRA that after starting my research and gathering the facts, I realized I was still just scratching the surface. It really is a fantastic resource. As is with pretty much everything we do here at LifePro, our entire function is to do the legwork for you. Hopefully, the findings I've collected will free up a bit of your time to do what you do best, and that is sell. So, let's get right into it, starting with, what is LIMRA, and what is its purpose.

LIMRA is a trade association with an over 100-year history founded in 1916 when 75 life insurance companies banded together to create the Association of Life Insurance Agency Officers in Chicago, Illinois. LIMRA stands for Life Insurance Marketing and Research Association, in case you were unaware. It was actually formerly called LIAMA, which is Life Insurance Agency Management Association, but in 1982, they updated the name to LIMRA just to reflect a broader focus on the global marketplace.

LIMRA provides training and development, research assessment, consulting, compliance, and other services and benefits for its members. It currently has 1,200 member companies in 71 countries across the world. They conduct research on various topics, such as consumers, technology, regulations, distribution, and a lot more. The research they cover spans over the markets of life insurance, annuities, LTC, retirement savings products, health and disability, workplace benefits, mutual funds, etc. They run pretty much the entire gamut of the financial industry, as an advisor knows it.

LIMRA is just as commonly known to advisors as a portal, where they take their anti-money laundering training every one or two years, depending upon the carrier. Once an advisor completes the LIMRA course, no certificate is issued, but an electronic feed reports to the desired carrier that has LIMRA approved as one of its approved vendors. That's pretty slick, especially since they have a partnership with the online licensing and contracting portal, SureLC, where the LIMRA courses can be tracked, and an actual transcript of the trainings can be generated. Compliance and training-wise, LIMRA definitely simplifies the AML requirement for producers and saves them time. If you ever need assistance there, I'm your gal, so just reach out to me.

Next is just a short section on how advisors can use LIMRA to their benefit. First off, in marketing pieces, emails, newsletters, and the like. When customers see a headline that appears to be a wild audacious claim, they almost always crave to know more. Some even go on a mission to disprove it, only to have their disbelief completely suspended. Incorporating LIMRA research, facts, and statistics can certainly be helpful in a client's presentations. Ultimately, its effectiveness would be to prove a point about the importance, if not necessity, of life insurance, annuities, and many other financial services to the livelihood and future security of one's family.

When a potential customer sees all of the other families that have chosen to endorse, invest in, or purchase the financial vehicle, to

safeguard their families and retirement, that's an extremely powerful sales tool. In turn, they'll want to look into how they can insulate their households from future financial disaster, should the passing of their main provider take place. That's where you, the advisor, will come in to educate them and show them the way.

Another point to be made about sharing LIMRA studies with your customers, and making those work for you, is that by doing so, you as an advisor, are showing that you have your ear to the streets. You cared enough to explore and analyze the ever-changing trends of your industry, which enhances your credibility, shows you're knowledgeable, and displays diligence. All are attributes that a potential or existing client looks for and appreciates.

Lastly, advisors can identify growth opportunities, and monitor key trends with LIMRA's unbiased, quantitative, and qualitative research on various topics. And let me tell you, locating a company that provides unbiased research is a rarely found gem in today's world of fake news and mis- and dis-information. On that note, let's go over five key LIMRA stats, ideas, and studies from the last two years that I thought might be thought-provoking and valuable to you.

Number one, 40% of the U.S. adult population is underinsured or uninsured, in regard to life insurance coverage. That's around [102 million Americans](#).

Number two, this one is a [study from 2021](#) that goes over the COVID pandemic's effect and how it essentially highlighted something that most people don't want to think about. What would happen if one of their loved ones should unexpectedly die? According to new findings from the 2021 Insurance Barometer study conducted annually by LIMRA, and a fabulous organization known as Life Happens, 42% of American households would face financial hardship within 6 months, should a wage earner die unexpectedly. Twenty-five percent would suffer financially within one month.

Number three, 39% of consumers who own life insurance wish they purchased it sooner. [This study](#) was done again in conjunction with Life Happens in 2021. The top five reasons uninsured consumers give for not having life insurance are, it's too expensive, 81%, other financial priorities right now, 75%, not sure how much I need or what to buy, 65%, haven't gotten around to it, 62%, don't like thinking about death, 51%, which nobody does. Knowing these hurdles though, gives you the opportunity to myth bust each, and then educate your clients about the true reality and sanctuary of life insurance and annuities.

Number four, this one is from a [LIMRA study done in September of 2021 for Life Insurance Awareness Month](#). One-third of consumers believe a life insurance death benefit is taxed, and four in ten are unsure. As we know, life insurance proceeds are generally income tax-free, and less subject to estate taxes. Also, about 30% of consumers view life insurance as something you need only for burial and final expenses.

Number five, and here's the headline, "[New Study Shows Interest in Life Insurance at All-Time High in 2023](#)." This article was published in April of 2023, and came from an online survey of more than 8,000 responses. It found that while two-thirds of Americans report their lives have largely returned to normal following the COVID-19 pandemic, the 2023 Insurance Barometer Study, shows a record high proportion of consumers with 39%, who say they intend to purchase life insurance coverage within the next year. The intent to buy is even higher among Gen Z adults, with 44%, and millennials with 50%.

According to the US Census Bureau, the number of single-mother households in the US has increased by 40% since 1980. [This year's study](#) looked at the growing single-mothers market and found that less than half, with 41% of single mothers, say that they have life insurance, 11 points below the general population rate. While 60% of younger parents say they would be financially secure if a primary wage earner were to pass away, owning life insurance makes a significant difference. Seventy-

one percent, of insured parents would feel financially secure versus 48% of uninsured parents, a 23-point difference.

If you're curious to become a LIMRA member under a parent company, I've provided the [link here](#) for your reference. There are so many cool barometers, infographics, and other tools that are very convenient and effective while marketing or meeting with customers. Even if you don't become a member, there are plenty of published studies that are available on the Internet via a simple Google search. Just an FYI, I am in no way a paid actor for LIMRA. It's just an organization I've always wanted to investigate further, and I'm glad I did, so I could bring some insight straight to you in your home or office.

That's all for today. I hope that you were able to take away some worthwhile tidbits from this session. And as always, if I can be of assistance with anything that you have questions about, please email me at [ssullivan@lifepro.com](mailto:ssullivan@lifepro.com) or extension 3265.

I encourage you to lean on us, as that's what we're here for, and what we love doing. So, have a great day, and thank you for your business.