

Study Reveals 4 Key Considerations for Life Insurance Companies in 2019

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Strategies to improve consumer interest, trust, and loyalty



True Blue Life Insurance, a leading online provider of policies with a no medical exam requirement, conducted original research to better understand current consumer preferences in researching and buying policies. With more than 40 percent of Americans not having any type of life insurance, the survey's findings and insight present a significant opportunity.

Pursuant to the survey findings, below are four key considerations life insurance agents—and companies at large—need to address in 2019 to better engage with potential clients for long-term customer loyalty.

1. Consumers Prefer Homies

Nearly eight out of ten people surveyed stated they felt more confident buying insurance from a local agent. There may be an emotional aspect to this. Buying life insurance has ramifications that car insurance or

As Quoted...
Savers need to project how much income their retirement savings will generate and how they will turn on the income spigot. Will they annuitize their savings, skim off their earnings or draw down some portion of both principal and earnings?

Mass Mutual's Tom Foster, in his [article](#) 'Are Thoughts of Early Retirement Today's 'Irrational Exuberance?'

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