

**NEW IN
2020**



channel harvest research
Feed your strategic planning

This year we're doing something new. Instead of our traditional wide-ranging survey, we're going to take an in-depth look at a single topic or a couple of topics. Our Partners have expressed interest in probing agents' attitudes on:

- Service
- Compensation
- Aggregators
- Talent
- Perpetuation
- Brand reputation

Working with our team, you can help shape the survey and get the feedback you want from independent agents. Be a part of this groundbreaking effort!

■ Partner or Subscriber? Choose your level

- Become a Channel Harvest Partner, consult on survey development, pulse your agents and harvest rich data for deeper analysis.
- Or, participate as a Subscriber and receive the final survey report and other products.

■ As a Partner, you will...

1. Contribute to survey development.
2. Invite your agents to take the survey. (Or we can. Your choice.)
Agents who complete the survey and provide an email address will receive a survey summary.
3. Compare your agents' responses to the universe.

	SUBSCRIBER	PARTNER
Narrative analysis and report	\$7,000	\$6,000
Carrier report card		Included
Slide deck	Included	Included
Full data set With more than 200 variables	\$2,500	Included
Carrier data set		✓
Survey input		✓
Custom questions		✓
Agent invitations		✓
In-the-field updates		✓
Compare own agent responses to universe		✓

RECOMMENDED

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TIMELINE Dates are approximate

SEPTEMBER



9/3/19 - 12/20/19
Strategic discussions with carriers / Develop and finalize survey instrument

OCTOBER



NOVEMBER



DECEMBER



JANUARY



12/31/19
Partner offer ends

FEBRUARY



12/16/19 - 3/13/20
Survey live: Partner carriers provide unique survey links to appointed agents (minimum 2-3 requests recommended) / Invitations to prior respondents / Solicitations to Insurance Journal subscriber agents

MARCH



3/13/20
Survey closed

APRIL



4/13/20
Survey report published

CARRIER
REPORT CARD



Order now in 3 easy steps:

1. Email order to John Novaria
johnnovaria@channelharvest.com
2. Electronic invoice sent to you immediately
3. Survey report sent to you electronically (after publication)

Interested in 2019 or earlier reports?

Discounts are available!
For more information, contact:

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"Channel Harvest's study of independent agents strikes the right balance between baseline information and actionable insights so that we can anticipate and capitalize on industry trends."

– JoAnna Carey,
Market Research Director,
Foremost Insurance

More information at www.channelharvest.com