



**channel harvest research**  
*Feed your strategic planning*

# 2014 SURVEY OF INDEPENDENT AGENTS

## ON KEY FACTORS IN RELATIONSHIPS WITH CARRIERS

Channel Harvest Research has launched its seventh annual study of agent-carrier relationships. Each of our larger, comprehensive survey projects collects information from more than 1,000 agents. But each study is different.

It's all based on what our insurance carrier customers want to know for strategic purposes. We continue to uncover agents' attitudes about your field reps, carrier training techniques, agency smart phone and tablet usage, agency growth plans, and more.

---

## 7TH ANNUAL SURVEY CO-SPONSORED BY INSURANCE JOURNAL

---

### PRICE LIST

**Full Report:** \$5,500 – Special Advance Purchase Price, \$4,250.

**Slide Deck for Company-Specific Internal Presentations:**  
\$1,000 - *Special advance price: \$650*

**Full Data Set, with more than 200 variables, for analysis by company:** \$1,250 - *Special advance price: \$850*

### ORDER NOW! 3 EASY STEPS

1. Email order to John Campbell
2. Electronic invoice sent to you immediately
3. Survey report sent to you electronically (after publication)

### NOT TOO LATE

Interested in 2013, 2012, 2011 or 2010 Reports?  
Discounts are available!

### CONTACT US

**John C. Campbell,**  
Managing Principal

[john@channelharvest.com](mailto:john@channelharvest.com)

Phone: 202.363.2069

*“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, Marketing Development Manager,  
Foremost Insurance