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*Feed your strategic planning*

# 2016 SURVEY OF INDEPENDENT AGENTS

## ON KEY FACTORS IN RELATIONSHIPS WITH CARRIERS

Channel Harvest Research will soon release its ninth annual study of agent-carrier relationships. Each survey collects information from more than 2,000 agents.

It's all based on what insurance carriers tell us they need to know for strategic purposes. We continue to uncover agents' attitudes about communication, training, perpetuation, customer service, growth and more.

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**9TH ANNUAL SURVEY**  
**CO-SPONSORED BY INSURANCE JOURNAL**  
**ANTICIPATED RELEASE DATE: SPRING 2016**

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### FOR MORE INFORMATION

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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 Manager,  
Foremost Insurance