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Our 10th Anniversary 2017 Survey of Independent Agents

On Key Factors in Relationships with Carriers

Channel Harvest Research is releasing its 10th annual study of agent-carrier relationships. Each survey collects information from nearly 2,000 agents.

It's all based on what insurance carriers tell us they need to know for strategic purposes. This year's survey explores what agents expect from their carriers and specifically why they prefer their lead carrier.

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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