

NAAFA SURVEY RESULTS REGARDING AGENTS' LOSS OF INCOME

NAAFA conducted an informal survey via their website, www.NAAFA.com, over a two month period (March and April, 2008). We had responses from agents in 14 out of 18 states. Survey participants remained anonymous except for identifying the state they were from. Following are a few statistics regarding the survey.

Question #1 Regarding **NEW BUSINESS COMMISSION IN 2007:**

23.5% reported an average increase of **\$10,447.**

76.5% reported an average decrease of **\$8,249.**

Question #2 Regarding **RENEWAL COMMISSIONS IN 2007:**

36.9% reported an average increase of **\$15,886.**

63.1% reported an average decrease of **\$9,953.**

Question #3 Overall, in 2007, the agents as a group showed:

35%	Reporting total financial gains averaging	<u>\$6,012.</u>
65%	Reporting total financial losses averaging	<u>\$10,314.</u>

Question #4	Cut hours?	46% Yes	28% No
	Laid off Staff	35% Yes	65% No
	Cut Advertising?	80% Yes	15% No
	Cut Office Space?	10% Yes	90% No

What is the bottom line here? As NAAFA sees it, there are about 1/3 of the American Family agents who were able to increase their income in 2007, and that wasn't by much. What becomes very real is the fact that 65% of the American Family agents each lost an average of \$10,314 in income in 2007. In other words, the agents struggled just to stay above water. We think you all know why.....credit scoring and rates!

THE [COMMENTS AND SUGGESTIONS](#) BY AGENTS ARE POSTED ON THE MEMBERS ONLY PORTION. **THE CREATIVITY AND SUBTLE EVALUATIONS BY THE REPORTING AGENTS IS NOTHING LESS THAN STUNNING.** PERHAPS THE AMERICAN FAMILY BOARD SHOULD SEE THESE COMMENTS....THEY MIGHT HAVE THEIR EYES OPENED. LET US KNOW WHAT YOU THINK.

Thanks to all of you who participated.

The NAAFA Board.