
17 life-annuity issuers meet Conning's 'multi-year success criteria'

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'Of those successful companies, thirteen also met the criteria in last year's analysis, which is a significant accomplishment in this challenging environment for new sales and low interest rates,' said Conning's Terence Martin.

Conning has released the seventh edition of its annual study evaluating individual life-annuity companies. The study identified 17 companies in three size categories that met its "multi-year success criteria," the research firm announced this week. The consulting firm did not make the names of the companies public.

"We identified seventeen companies that met our multi-year success criteria across the three analyzed size categories. Of those successful companies, thirteen also met the criteria in last year's analysis, which is a significant accomplishment in this challenging environment for new sales and low interest rates," said Terence Martin, Conning's director, Insurance Research.

The study, "2016 Individual Life-Annuity Growth and Profit Leaders: Leading for the Long Term" analyzes insurer performance, names the growth and profit leaders, and identifies characteristics shared by those successful firms.

"Companies that met our criteria to be considered growth and profit leaders did so by successfully managing market and organizational complexity," said Steve Webersen, head of insurance research at Conning.

"For some, sustained product focus was a critical component. The successful product mix differed between the small and mid-sized company categories. Expense and investment performance advantages made significant differences for many of the leading firms, with nuances among the size categories," he added. "Close analysis of the strategies and positions of peer companies that have excelled in these financial measures yields insights for companies of any size to improve its performance."

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