



Agency Services Update

Market Accountability Advisory Committee Meeting

September 27, 2016





(Data as of 8/31/2016)

Current Agent and Agency Counts vs YE 2015

	Aug-16	Dec-15	Net Change
Agencies	5,012	5,249	-237
Agents	7,593	8,051	-458
Sum of PIF	491,695	503,865	-12,170

Agency Segmentation

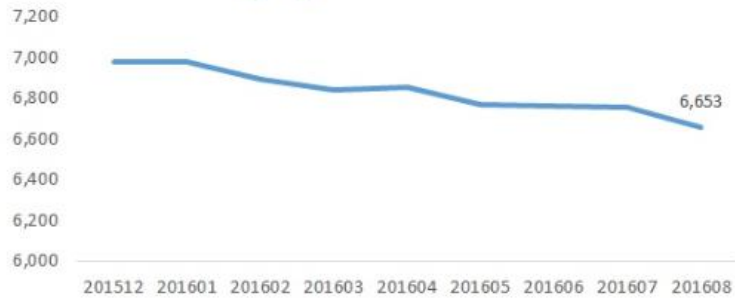
	Aug-16			Dec-15		
	Total Agencies	Total PIF	% of Overall PIF	Total Agencies	Total PIF	% of Overall PIF
Tier 1 (2000+PIF)	10	70,961	14.4%	9	71,901	14.3%
Tier 2 (500-1999 PIF)	125	90,700	18.4%	123	90,814	18.0%
Tier 3 (200-499 PIF)	517	155,767	31.7%	533	161,506	32.1%
Tier 4 (50-199 PIF)	1,242	128,896	26.2%	1,270	132,019	26.2%
Tier 5 (49 or less PIF)	2,841	45,371	9.2%	2,977	47,625	9.5%
Tier 6 (0 PIF)	277	0	0.0%	337	0	0.0%
Total	5,012	491,695	100.00%	5,249	503,865	100.00%

Note: 62% of Citizens agencies have less than 50 policies in force

Agency Dashboard (Data as of 8/31/2016)

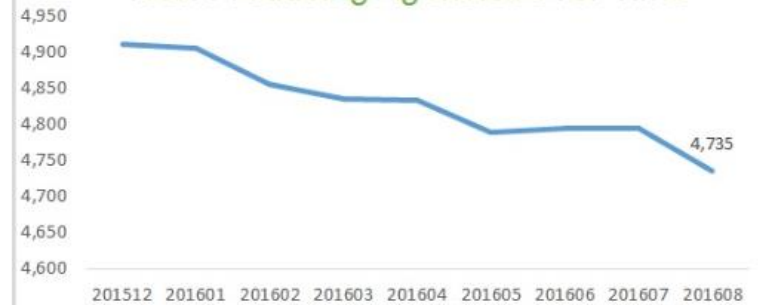
Key Trends

Total Producing Agents over Time



Attention: The agent scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

Total Producing Agencies over Time



Attention: The agencies scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

Tier 1 Agencies over Time (2000+ PIF)



Tier 2 Agencies over Time (500-1999 PIF)



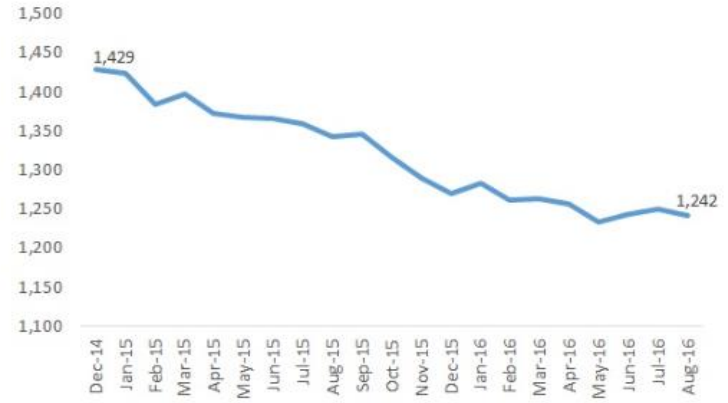
Attention: The agencies scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

Tier 3 Agencies over Time (200-499 PIF)



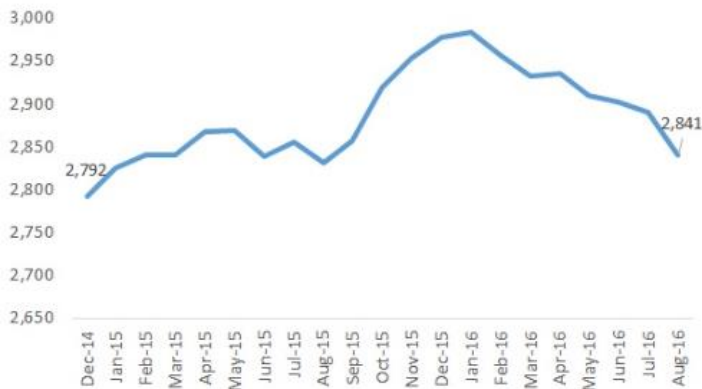
Attention: The agencies scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

Tier 4 Agencies over Time (50-199 PIF)



Attention: The agencies scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

Tier 5 Agencies over Time (49 or less PIF)



Attention: The agencies scale along the vertical axis has been narrowed to reveal the small but steady drop in agencies since 2014.

Agent Education Attendance 2016 YTD

Event	Date	Attendance
Agent Association Sponsored Webinars	January 29, 2016	23
Agent Certification Program	February 11, 2016	29
Agent Certification Program	February 17, 2016	132
Agent Association Sponsored Webinars	February 24, 2016	126
Citizens Produced Webinar	February 25, 2016	309
Citizens Produced Webinar	March 3, 2016	198
Citizens Produced Webinar	March 10, 2016	372
Citizens Produced Webinar	March 17, 2016	285
Citizens Produced Webinar	March 24, 2016	303
Agent Association Sponsored Webinars	February 24, 2016	128
Citizens Produced Webinar	March 31, 2016	124
Agent Association Sponsored Webinars	April 20, 2016	72
Citizens Produced Webinar	May 5, 2016	686
Agent Association Sponsored Webinars	May 11, 2016	26
Citizens Produced Webinar	May 19, 2016	480