Appulate

ANNUAL
AGENT
SURVEY
REPORT
2025

Prepared By

John Yarbrough

Director of Business Development

✉ **jyarbrough@appulate.com**

🌐 **www.Appulate.com**

Make more informed decisions using real agent feedback.

After 20 years as a leading insuretech, Appulate has been consistent about one major principle - **listen to the agents**. When making critical decisions about how to invest in new platforms, insurance products, and especially digital distribution, ensuring that strategies align with agent needs and expectations is paramount.

In this report, we will explore responses and trends found over the past 6 years of conducting the largest survey of independent agents across all 50 states. The focus will be how to better serve P&C agents from both a product and technology perspective as well as offer data-driven insights to better predict changes to come.

In This Report:

▶ **Who is Appulate?**
How Appulate influences the agent/market relationship.

▶ **Insurance Product Needs**
Top lines of business, volume, and demographics.

▶ **Agent Expectations**
Quoting preferences, market priorities, and distribution.

▶ **2024 in a Nutshell**
An overview of trends and an outlook on the future.

Appulate

Who We Are

Appulate, founded in 2005, is an industry-leading technology company that has developed an online ecosystem where more than 35,000 agencies interact with hundreds of markets in a consistent way, standardizing the submission process, eliminating redundancies, and automating the entire quoting process.

300k+	**$4 Billion+**	**200k+**	**245%**
Appulate Users Nationwide	Annual Premium Generated	Quotes Processed Each Year	Average Increase in Submissions for Markets

Appulate's platform allows for any user to upload and extract insured data from any ACORD PDF or Agency Management System and quickly interact with hundreds of P&C Carriers, MGAs, and Wholesalers while offering real-time underwriting guidance, instant quotes, and insured management.

Learn More:

Agents who have adopted Appulate are prioritizing markets with more automated underwriting processes, less manual entry, and are **three times more likely** to pursue new relationships with connected markets.

90% of agents who use Appulate are open minded to new lines of business if offered on the Appulate platform.

Who We Survey:

THIS REPORT COMBINES RESPONSES FROM MULTIPLE SURVEYS OF 5,570 INDEPENDENT INSURANCE AGENTS.

- Based on agency sizes, approximately **29,000** agents are represented in the data.
- **35%** of the agents surveyed use Appulate on a regular basis.
- **74%** of the agents using Appulate submit at least 25% of their book of business through our platform.
- **46%** of agents are P&C only
- **48%** write both P&C and L&H

Agency Sizes:

1-5 Agents	57.9%
6-10 Agents	12.6%
11-20 agents	12.3%
21-50 Agents	9%
51-75 Agents	1.3%
76-100 Agents	2.3%
101-200 Agents	1.1%
200+ Agents	3.6%

TOP STATES AGENTS REPORT WRITING BUSINESS:

TOP 10 STATES		Inc/Dec	TOP 20 STATES		Inc/Dec
California	25.63%	-1.27%	Nevada	8.1%	+2.2%
Florida	22.32%	+5.1%	Colorado	7.8%	+1.8%
Texas	15.2%	-1%	Virginia	7.7%	+0.1%
Arizona	13.74%	+2.44%	Idaho	7.7%	+2.26%
New Jersey	9.3%	+0.6%	Washington	7.7%	+1.1%
New York	9.8%	+1.3%	Missouri	7.5%	+2.5%
North Carolina	9.1%	+0.9%	Illinois	7.3%	+0.2%
ALL STATES	9.1%	+1.6%	Oregon	6.7%	+0%
Georgia	9%	+1.9%	Pennsylvania	6.7%	+1.4%
Tennessee	8.2%	+2.68%	South Carolina	6.5%	+1.6%

*inc/dec represents change in percentage compared to 2023

Appulate

Insurance Product Needs

An important aspect of this survey is understanding which lines of business agents write on a regular basis and how they are trending. Both lists are an average of all responses and trends over 6 years.

Top 20 Lines of Business:

Line of Business	%
General Liability	**76.18%**
Commercial Auto	**75.06%**
Worker's Compensation	**69.47%**
Business Owners Policy	**68.14%**
Commercial Package	**65.86%**
Commercial Property	**63.78%**
Commercial Umbrella	**60.32%**
Personal Auto	**58.41%**
Homeowners	**57.85%**
Professional Liability	**55.72%**
Dwelling Fire	**54.12%**
Commercial Inland Marine	**52.99%**
Excess Liability	**51.51%**
Property Liability	**49.37%**
Artisan Contractors	**47.60%**
Personal Umbrella	**46.57%**
Directors and Officers	**44.49%**
Commercial Fire	**43.19%**
Garage and Dealers	**41.00%**
Installation/Builders Risk	**39.74%**

Top Trending Lines:

Line	Trend
Personal Motorcycle	**+7.20%**
Truckers/Motor Carrier	**+6.56%**
Property Liability	**+6.31%**
Personal Flood	**+5.71%**
Surety	**+5.54%**
Professional Liability	**+5.09%**
Personal Auto	**+4.90%**
Commercial Property	**+4.85%**
Commercial Flood	**+4.49%**
Personal Package	**+4.47%**
Commercial Auto	**+4.37%**
Personal Watercraft	**+4.37%**
Miscellaneous Bond	**+4.32%**
Recreational Vehicles	**+4.19%**
Homeowners	**+3.98%**
Personal Umbrella	**+3.97%**
Inland Marine	**+3.96%**
Worker's Compensation	**+3.89%**
Cyber Liability	**+3.85%**
Personal Articles Floater	**+3.69%**

Agents report having the hardest time finding markets for the following lines of business:

1. Commercial Auto
2. Habitational (Apartments)
3. Business Owners Policy
4. Homeowners
5. Commercial Property
6. Truckers/Motor Carrier
7. Agricultural Property & Liability
8. Aviation Package/Airports
9. Personal Auto
10. Childcare

Appulate

Submission Volume and Premium

NUMBER OF SUBMISSIONS PROCESSED EACH MONTH

# of Submissions	2021	2022	2023	2024
1 - 5	34.87%	30.11%	21.6%	20.8%
6 - 10	24.18%	24.14%	25.06%	20.93%
11 - 20	21.22%	23.15%	13.92%	28%
21 - 50	12.61%	15.01%	9.8%	14.93%
50 +	7.12%	7.59%	7.01%	10.7%

NUMBER OF RENEWALS PROCESSED EACH MONTH

# of Renewals	2021	2022	2023	2024
1 - 5	26.71%	17.48%	14.16%	11.35%
6 - 10	22.11%	18.97%	14.84%	15.81%
11 - 20	23.00%	23.74%	31.26%	26.29%
21 - 50	17.80%	22.52%	22.42%	22.72%
50 +	10.39%	17.29%	10.65%	11.76%

AMOUNT OF ANNUAL WRITTEN PREMIUM BY AGENCY

81% write under $15 million annually
64% write under $5 million annually

Premium Range	Percentage
Over $1 Billion	0.92%
$500 Million - $1 Billion	0.79%
$300-$500 Million	1.45%
$200 - $300 Million	0.40%
$100 - $200 Million	1.45%
$75 - $100 Million	1.45%
$50 - $75 Million	2.38%
$35 - $50 Million	2.25%
$20 - $35 Million	3.57%
$15 - $20 Million	3.96%
$10 - $15 Million	4.89%
$5 - $10 Million	12.02%
$2 - $5 Million	19.02%
$1 - $2 Million	15.72%
$500,000 - $1 Million	12.15%
$100,000 - $500,000	12.42%
$100,00 or Less	5.15%
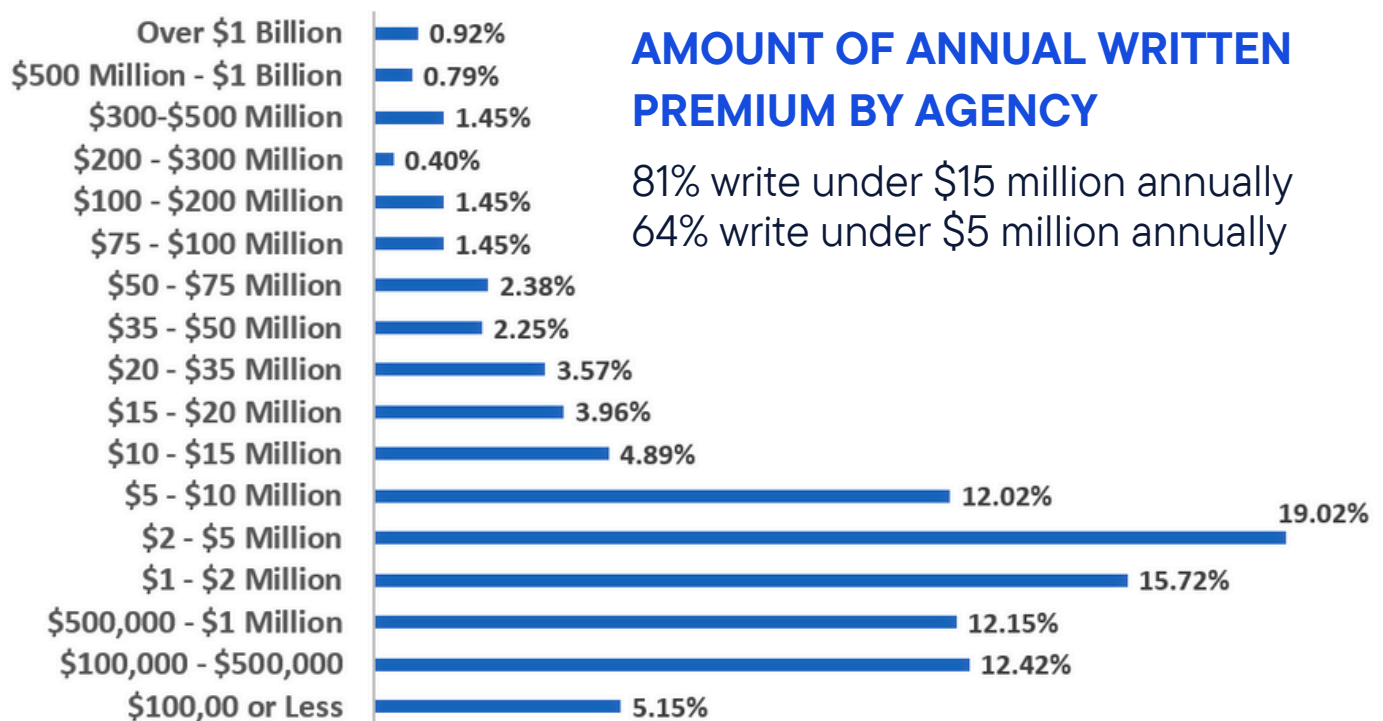
Appulate

Agent Preferences & Expectations

MARKETS THAT AGENTS PREFER TO SUBMIT TO:

Market	2024	2023
Carriers	65.44%	67.84%
Specialty Markets	41.16%	39.65%
Wholesale Brokerages	40.63%	38.77%
All Market Types	44.59%	38.33%
MGAs/MGUs	34.83%	34.36%
PEOs	9.10%	4.85%
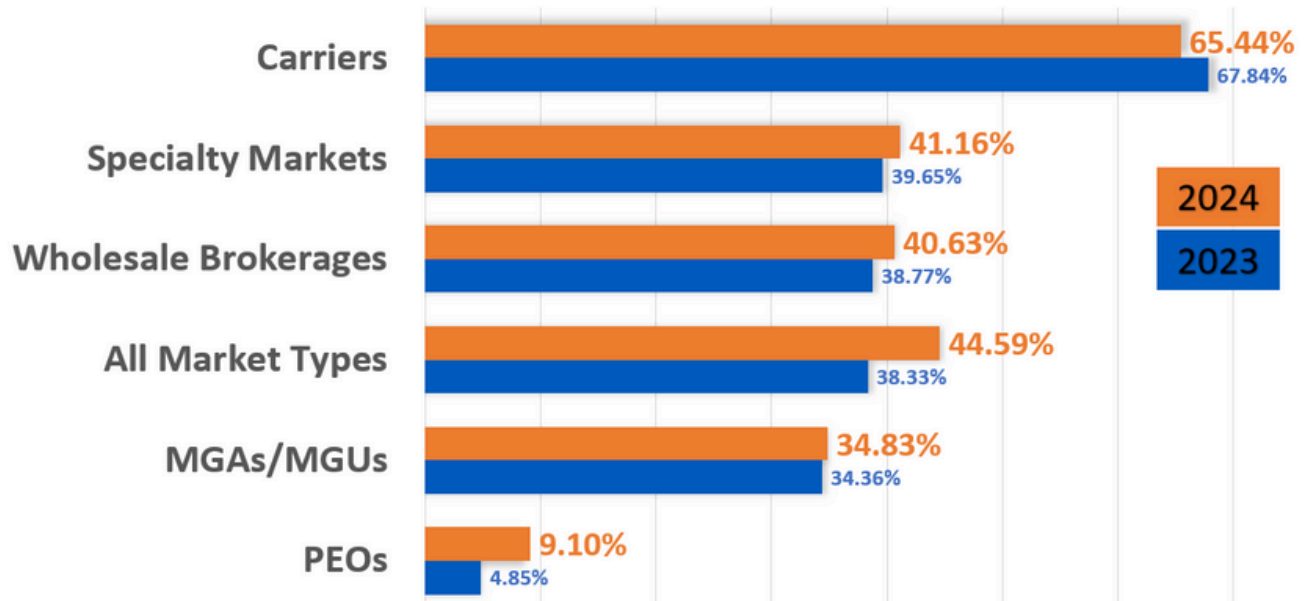
Consistent with previous trends, agents increased their preferences towards specialty markets, wholesale, MGA, and PEO, with the most drastic increase being "all market types".

When asked "How likely is it for your agency to work with an "open broker" market (any market allowing a submission without requiring an appointment first)" these were their responses:

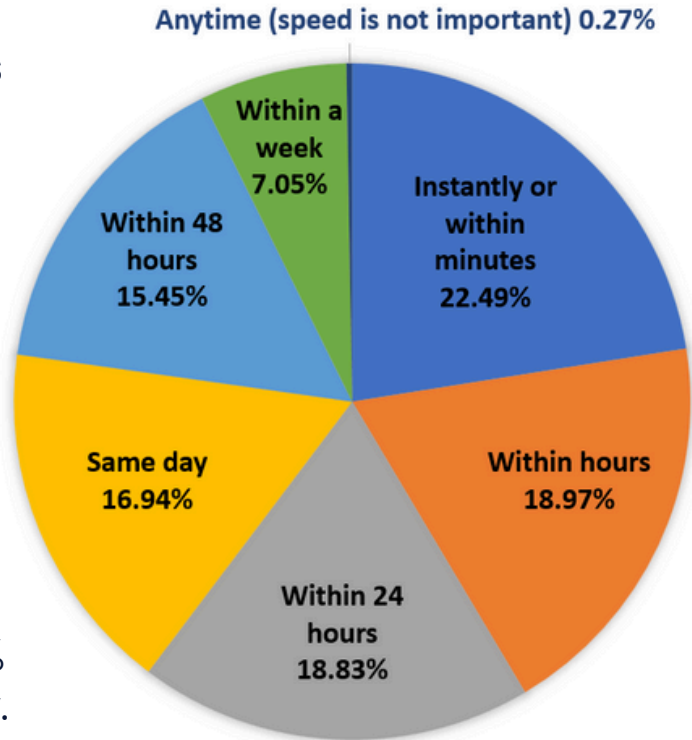|	
Open Minded	**40%**
Sometimes	**25%**
Always	**13%**
Not Likely	**12%**
Often	**10%**

Agents are more open minded than in previous years to more market types, especially if the barrier to entry is lower. **88% of agents are open to exploring new markets in general.** 5% of these explore new markets to compare rates and 14% do so when a risk is declined.

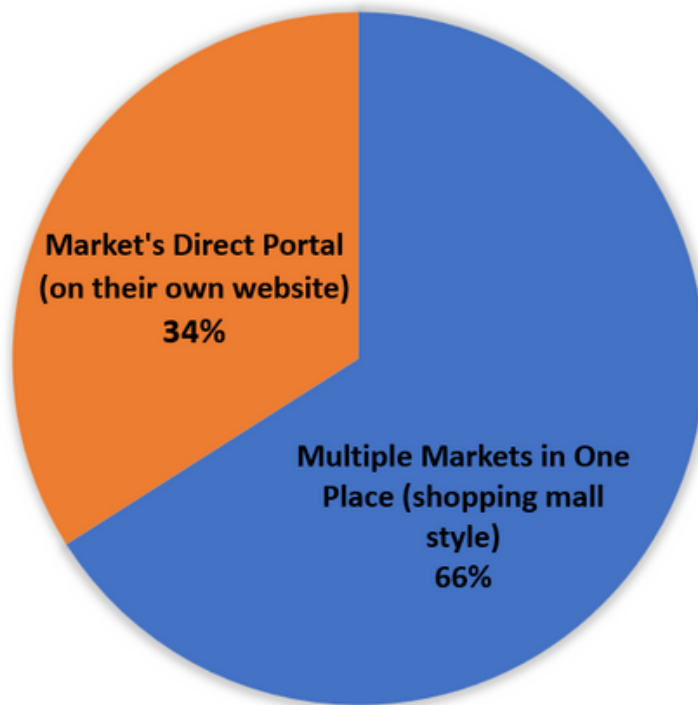**Appulate**

QUOTING SPEED PREFERENCES:

The chart to the right represents how quickly agents would like a quote returned to best serve their insureds.

82% of agents report working with markets that offer quotes within 24 hours, 59% of which interact with at least some markets that offer instant quoting.

Despite this, 83% of agents expect a quote within a day, 44% of these within hours or instantly.

Anytime (speed is not important) 0.27%

Within a week 7.05%

Within 48 hours 15.45%

Instantly or within minutes 22.49%

Same day 16.94%

Within hours 18.97%

Within 24 hours 18.83%

WHERE AGENTS WANT TO QUOTE BUSINESS:

Market's Direct Portal (on their own website) 34%

Multiple Markets in One Place (shopping mall style) 66%

The chart to the left shows agent preferences for where they would like to quote businesses. With more markets investing in technology allowing their products to become more widely available on quoting platforms, there has been a steady correlation to more agents preferring to quote with multiple multiple markets in one place.

Appulate

Market Relationships

WHAT AGENTS PRIORITIZE WITH NEW MARKETS:

	%	5-Year Trend:
Instant Quoting	76%	+1%
Competitive Rates	72%	+11%
Fast Quote Turnaround	66%	+10%
Binding Authority/Control	45%	+8%
E-Sign Documents	43%	+7%
Better Commission	43%	+8%
Automated Underwriting	38%	+4%
High Risk or Hard To Place Solutions	37%	+5%
Shorter Questionnaires	36%	+3%
ACORD Data Ingestion (No Manual Entry)	36%	+4%
Multiple Markets on a Single Platform	35%	+4%
Personal Touch and Service	31%	+6%
Specialty Lines and Niche Programs	28%	+6%
Online Questionnaire	24%	+2%

Instant quoting remains a top priority year after year for 76% of agents with very little change in the past 5 years. Competitive pricing and fast quote turnaround hold the spot for the most extreme trends.
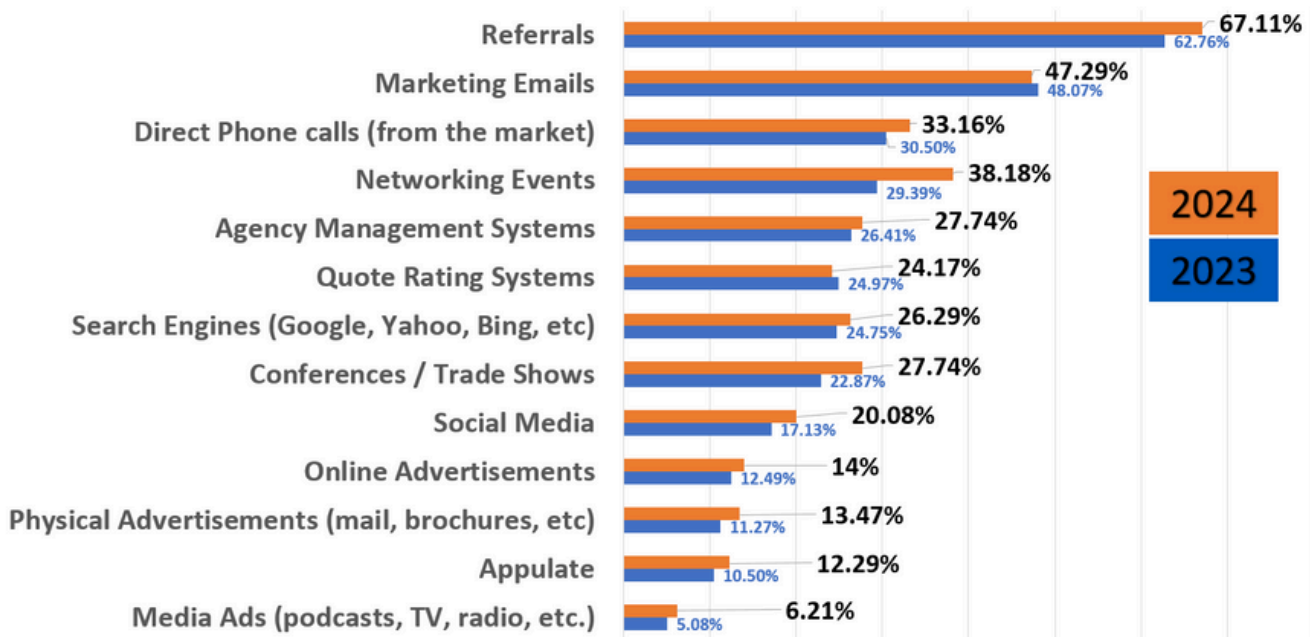
WHY AGENTS LEAVE THEIR MARKETS:

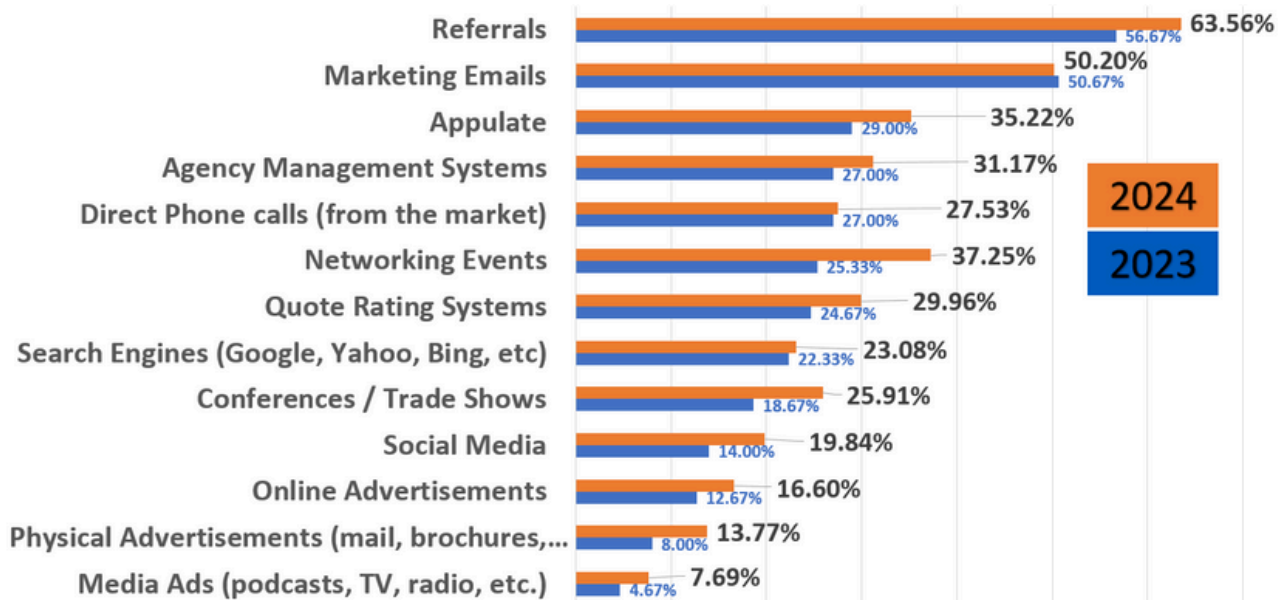|	
Lack of Appetite	60.4%
Slow Quote Turnaround	48.0%
Premiums Too High	47.4%
Too Many Supplemental/Proprietary Forms	31.7%
Faster Market Alternatives	25.6%
Commissions Too Low	22.1%
Lack of Personal Service	22.8%
Questionnaires Too Complex	20.1%
Lack of Product Value	16.5%
Not Available on Quoting Platform	15.0%
Too much manual entry	14.8%

Appulate

Product Distribution

HOW ALL AGENTS FIND NEW MARKETS TO WORK WITH:

Method	2024	2023
Referrals	67.11%	62.76%
Marketing Emails	47.29%	48.07%
Direct Phone calls (from the market)	33.16%	30.50%
Networking Events	38.18%	29.39%
Agency Management Systems	27.74%	26.41%
Quote Rating Systems	24.17%	24.97%
Search Engines (Google, Yahoo, Bing, etc)	26.29%	24.75%
Conferences / Trade Shows	27.74%	22.87%
Social Media	20.08%	17.13%
Online Advertisements	14%	12.49%
Physical Advertisements (mail, brochures, etc)	13.47%	11.27%
Appulate	12.29%	10.50%
Media Ads (podcasts, TV, radio, etc.)	6.21%	5.08%

VS. HOW APPULATE USERS FIND NEW MARKETS:

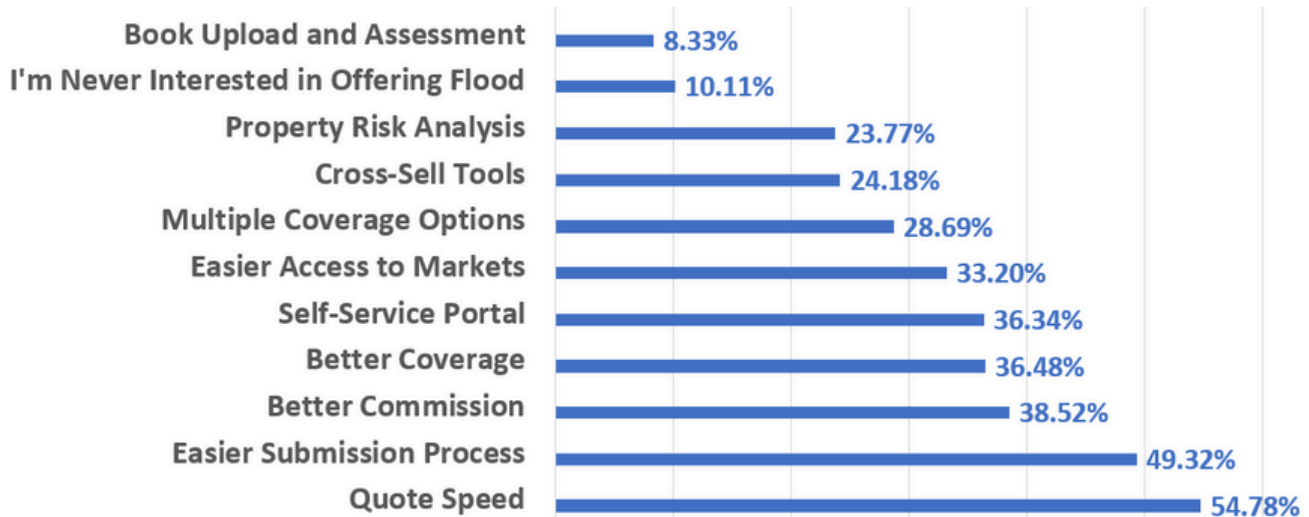| Method	2024	2023
Referrals	63.56%	56.67%
Marketing Emails	50.20%	50.67%
Appulate	35.22%	29.00%
Agency Management Systems	31.17%	27.00%
Direct Phone calls (from the market)	27.53%	27.00%
Networking Events	37.25%	25.33%
Quote Rating Systems	29.96%	24.67%
Search Engines (Google, Yahoo, Bing, etc)	23.08%	22.33%
Conferences / Trade Shows	25.91%	18.67%
Social Media	19.84%	14.00%
Online Advertisements	16.60%	12.67%
Physical Advertisements (mail, brochures,...)	13.77%	8.00%
Media Ads (podcasts, TV, radio, etc.)	7.69%	4.67%

Based on the data above, when agents are using a system like Appulate, they are roughly three times more likely to use that system to find new markets to work with and even surpassing most other methods such as direct phone calls, social media, and search engines.
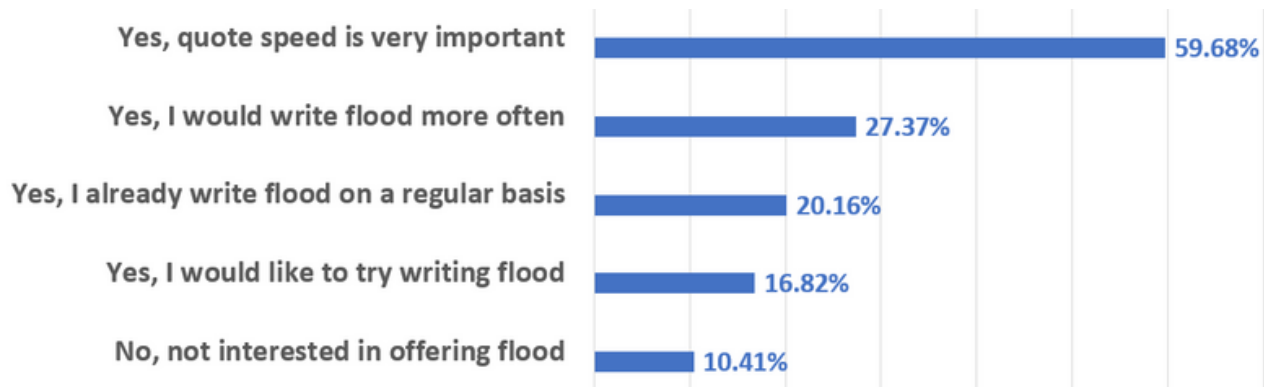
Appulate

Bonus Data

Thanks to sponsors of our survey, we were able to ask additional questions to get more specific insight from this year's survey.

WHAT WOULD MAKE A FLOOD INSURANCE PRODUCT AN ATTRACTIVE OPTION WITH EVERY HOMEOWNERS POLICY?

Category	Percentage
Book Upload and Assessment	8.33%
I'm Never Interested in Offering Flood	10.11%
Property Risk Analysis	23.77%
Cross-Sell Tools	24.18%
Multiple Coverage Options	28.69%
Easier Access to Markets	33.20%
Self-Service Portal	36.34%
Better Coverage	36.48%
Better Commission	38.52%
Easier Submission Process	49.32%
Quote Speed	54.78%

WOULD YOU WRITE FLOOD INSURANCE IF IT TOOK LESS THAN 5 MINUTES TO GET A POLICY?

Response	Percentage
Yes, quote speed is very important	59.68%
Yes, I would write flood more often	27.37%
Yes, I already write flood on a regular basis	20.16%
Yes, I would like to try writing flood	16.82%
No, not interested in offering flood	10.41%

Based on the responses above, we can see consistency with previous survey questions showing the impact that quote speed and better technology has when offering products to agents.

Appulate

2024
in a Nutshell

Appulate

CONSISTENCY IS KEY

After 6 years of conducting these agent surveys, trends have become far less surprising and much more consistent - which is a great thing. When deciding how to distribute products, invest resources, and finding better ways to serve agents it is critical for markets of all types to keep up with emerging trends and predict what is to come. The data is painting a clearer picture than ever before.

AGENTS CONTINUE TO LOOK FOR QUOTING AUTOMATION

66% of agents prefer to use a quoting platform where they can access multiple markets from a single location, with 30% of these agents using this method to explore new market relationships. Each year the trend of agents seeking third party systems to help automate quoting continues to rise. There is a strong correlation to the technology-focused approach that agents have when selecting new markets to work with. When comparing product-driven versus technology-driven priorities for agents, 58% of responses were technology focused. Similarly, with motivations for leaving a market, 48% of agents cited slow quote turnaround as a top reason.

AGENTS ARE SUBMITTING MORE TO MORE MARKETS

One of the more interesting trends first spotted in our surveys was a shift from a preference towards alternative markets and away from traditional carrier-direct relationships. Our surveys of markets found that MGAs and Wholesale markets were more likely than carriers to place their products on external quoting platforms, which has conformed better to agent needs. If manual entry is a requirement during the quoting process, whether it is on an online portal, supplemental forms, or proprietary quoting applications, this could be a serious consideration for roughly 47% of agents. If agents are able to explore new market relationships in a more efficient way, they are certainly going to do so. In addition to this, the survey has also found a trend of more submissions overall for agencies with 14% less submitting only 1-5 per month and consistent growth across higher frequency options showing a rate of 2x submissions.

AGENTS ARE LOOKING FOR COST-SAVING PRODUCTS

While it may not come as a shock to many that agents are looking for better pricing and lower premiums, this was a metric that is impossible to ignore in the data. Not only has competitive rates been consistently the #2 reason agents prioritize new markets, but it has had the largest average trend overall. In five years, this option has risen from 29% of agents reporting it as a priority to what is now 72%. Additionally 47% of agents report that premium cost is why they stop working with their current markets. This is a critical reason that agents are looking for easier ways to increase the number of quotes they can obtain. Even when it comes to commissions, agents have selected automation over their commission at a rate of 8:1 year after year.

Learn More & Connect

THANK YOU FOR TAKING THE TIME TO READ THIS REPORT!

Please don't hesitate to reach out with any questions, thoughts, or to schedule time with us directly! Your feedback is incredibly valuable to continuing our mission.

We are always striving to provide the best possible service we can for you and your business. Whether it's providing you with industry leading technology, or assisting you with our expertise in modern insuretech and digital distribution. We are here for you every step of the way.

Appulate

Contact Us:

📞 (818) 717-7301

✉ Sales@Appulate.com

IF YOU WOULD LIKE TO LEARN MORE, PLEASE USE THESE LINKS:

Appulate's Website: www.Appulate.com

Appulate's YouTube Channel: youtube.com/@appulate

For a digital version and more resources, please scan this QR code: