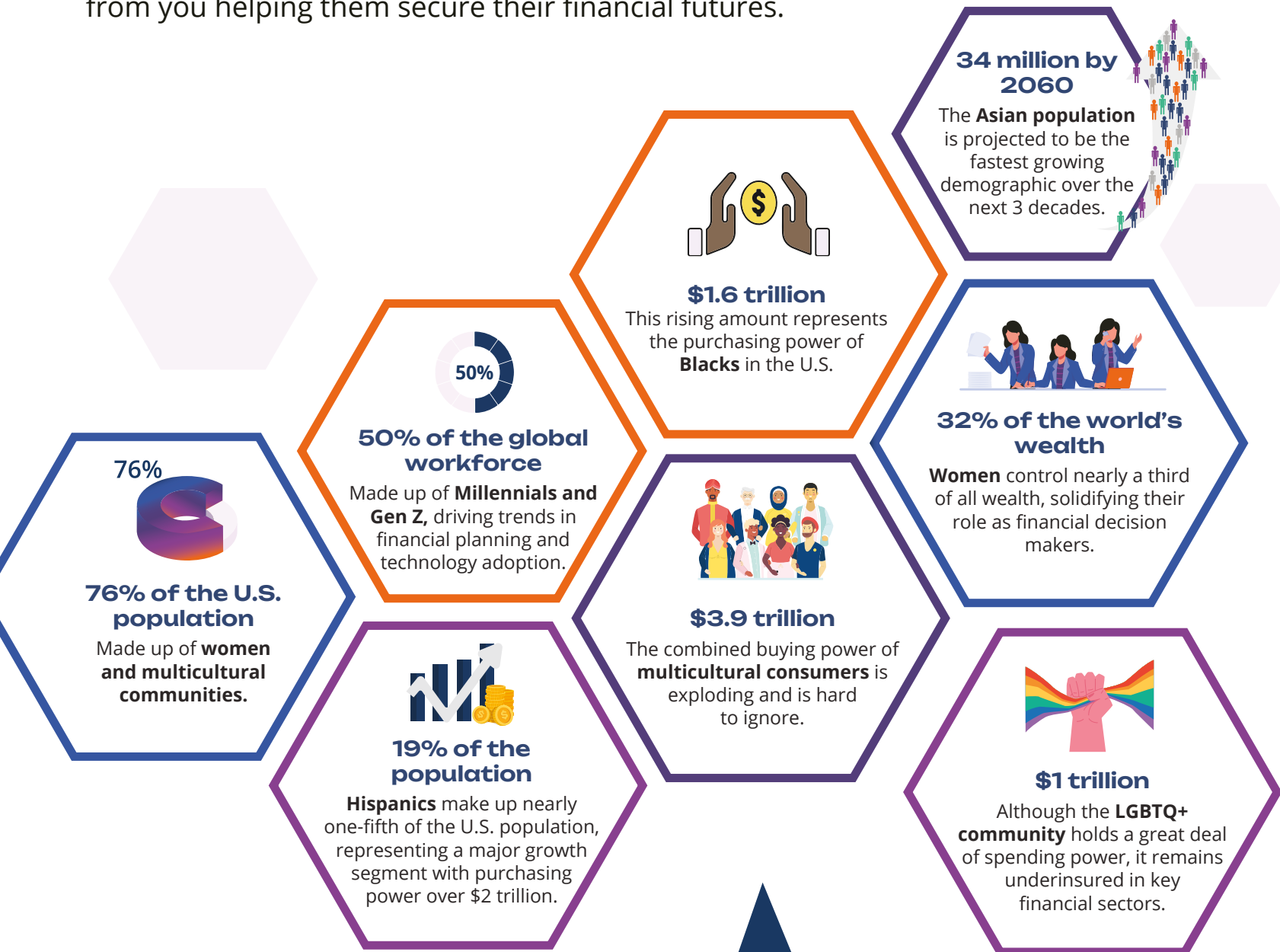




The unsung majority:
**Unlocking growth in
diverse markets**

The evolving demographic universe

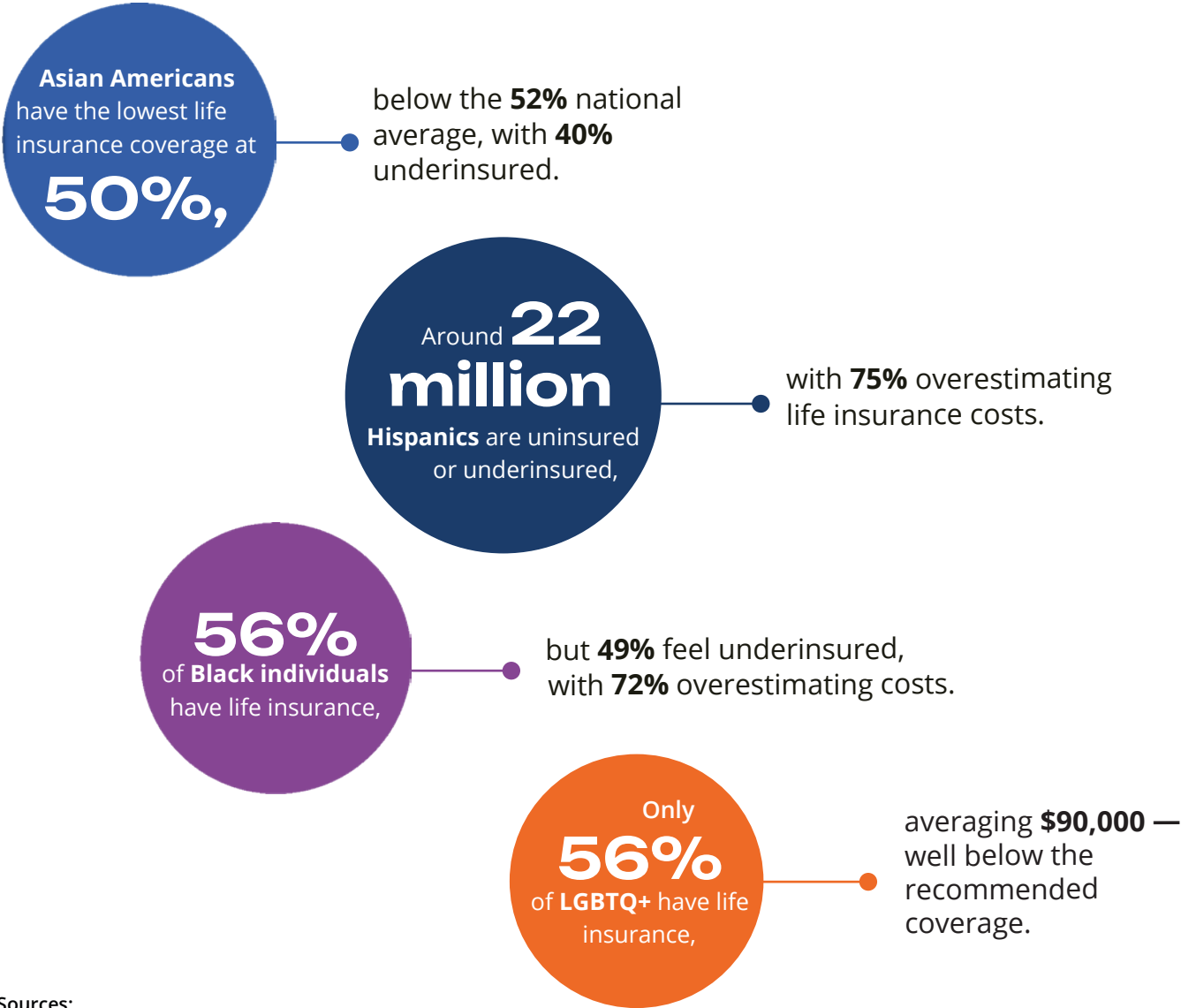
Diversity in the United States is now a defining reality. As a financial professional, can you afford to overlook 75% of your market? Likely not. You have an amazing opportunity to grow your business by reaching more families who can benefit from you helping them secure their financial futures.



Serving diverse segments opens new markets, enhances loyalty, and provides a competitive edge, driving growth through inclusive solutions.

Unlocking an untapped market segment

Research points to eye-opening disparities in life insurance coverage across many multicultural groups, leaving many families and businesses underserved and underinsured. Factors such as misperceptions about cost and an over-reliance on employer-based policies help to supercharge these disparities. By demystifying questions and addressing misperceptions through attention and information, financial professionals can grow an untapped market.



Sources:
U.S. Census Bureau. (2020)
Pew Research Center. (2021)
Nielsen. (2023)
McKinsey & Company. (2022)
LGBT Capital. (2023)
Boston Consulting Group. (2020)
Deloitte. (2023)
LIMRA. (2022)
Bestow
Seniors Mutual
Life Happens

Driving growth through diverse markets

As financial professionals embrace an inclusive approach, they can expand the reach of key products while capturing lasting loyalty within underserved markets.

1

Show up authentically for diverse communities and engage prospects genuinely.

2

Differentiate your brand by offering tailored solutions to these rapidly growing influential markets that competitors often overlook.

3

Increase market share and unlock significant revenue streams by prioritizing underrepresented communities.



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