

The *Florida Underwriter* 2010 Salary and Workplace Survey was conducted by e-mail in December 2009 and January 2010. Invitations to participate were sent to a random sampling of 1,380 *Florida Underwriter* subscribers. The survey drew a response rate of 8.4%, more than double the national average for such surveys. The results compiled here are drawn from the 144 survey participants.

How many years have you worked in the insurance industry?

Answer Options	Response Percent
1-10	7.6%
11-20	25.0%
21-31	36.1%
31-40	23.6%
40+	7.6%

Which of the following best describes your title?

Answer Options	Response Percent
Owner	31.9%
President/CEO	13.9%
Vice President/Sr. VP	15.3%
Manager/Supervisor	15.3%
Other	23.6%

What is your age?

Answer Options	Response Percent
20s	2.0%
30s	6.2%
40s	21.5%
50s	41.7%
60s	23.6%
70s-80s	4.8%

What is your annual salary/income?

(Estimated total compensation for the past 12 months; base, plus any commissions and bonuses.)

Answer Options	Response Percent
\$25,000-39,999	1.8%
\$40,000-49,999	11.6%
\$50,000-59,999	6.2%
\$60,000-69,999	9.8%
\$70,000-79,999	4.4%
\$80,000-89,999	9.8%
\$90,000-99,000	3.5%
\$100,000-149,999	18.7%
\$150,000-199,999	12.5%
\$200,000-299,000	8.0%
\$300,000+	4.4%

What is your gender?

Answer Options	Response Percent
Male	66.0%
Female	34.0%

What is your highest level of education?

Answer Options	Response Percent
High school degree	28.5%
College associate's degree	17.4%
College bachelor's degree	40.3%
Post-graduate degree	13.9%

What percentage of your annual salary/income is commission?

Answer Options	Response Percent
5-15	13.3%
16-25	13.3%
26-50	17.3%
51-70	8.0%
71-99	8.0%
100	40.0%

Which of the following best describes your occupation?

Answer Options	Response Percent
CSR	5.6%
Underwriter	6.3%
Agent/Broker	66.7%
Other	21.5%

If commissioned, to what degree has the salary/commission ratio changed from 12 months ago?

Answer Options	Response Percent
Substantially increased	1.5%
Increased somewhat	7.5%
Decreased somewhat	20.3%
Substantially decreased	20.3%
Stayed about the same	50.4%

Approximately how many hours do you work per week?

Answer Options	Response Percent
Less Than 30	3.2%
30-39	16.1%
40-49	39.5%
50-59	26.6%
60+	14.5%

To what degree have these hours changed from 12 months ago?

Answer Options	Response Percent
Substantially increased	2.3%
Increased somewhat	25.8%
Decreased somewhat	6.3%
Substantially decreased	1.6%
Stayed about the same	64.1%

Does your company allow telecommuting?

Answer Options	Response Percent
Yes	40.6%
No	59.4%

If your company allows telecommuting, how many hours per week do you spend working outside your office?

Answer Options	Response Percent
1-10	58.5%
11-20	19.5%
21-30	12.1%
31+	7.3%

How many people are employed at your firm?

Answer Options	Response Percent
Yourself only	9.8%
2-9	39.0%
10-24	20.3%
25-49	8.9%
50-99	6.5%
100 or more	15.4%

What lines of business/markets does your company write/broker?

Check all that apply.

Answer Options	Response Percent
All lines	59.2%
Commercial lines only	23.2%
Personal lines only	12.8%
Specific Commercial & Personal lines	13.6%
Mono-line	4.8%
E&S market only	5.6%
Voluntary market only	4.0%
All markets	20.0%

Do you write coverages for/broker to, only Florida businesses/clients?

Answer Options	Response Percent
Yes	53.6%
No	46.4%

What is the size of your firm based on annual sales/premiums?

Answer Options	Response Percent
Below \$100,000	2.4%
\$100,001 to \$250,000	4.1%
\$250,001 to \$500,000	4.9%
\$500,001 to \$999,999	1.6%
\$1 million to \$4.999 million	26.8%
\$5 million to \$9.999 million	14.6%
\$10 million to \$50 million	22.8%
More than \$50 million	10.6%
Not sure	12.2%

Has the down economy caused an increase or decrease in business at your company?

Answer Options	Response Percent
Increase	8.8%
Decrease	72.0%
Stayed the same	19.2%

Which items/benefits below does your company offer you?

(Please check all that apply)

Answer Options	Response Percent
Life insurance	58.0%
Medical insurance	74.8%
Dental insurance	48.1%
Pension plan/401(k)	50.4%
Profit-sharing	10.7%
Employee stock purchase plan	9.2%
Short-term disability	36.6%
Long-term disability	41.2%
Company car	17.6%
Supplemental life insurance	19.8%
Supplemental medical insurance	4.6%
Air travel reimbursement	18.3%
Deferred compensation	9.2%
Cellular telephone	45.0%
Satellite telephone	0.8%
Laptop computer	29.8%
Home phone/Internet line	13.0%
GPS/Navigation systems	6.9%
Other (<i>see below</i>)	14.5%

Other (*please specify*)

- All incurred expenses
- Stock Options-All other benefits are paid by me
- Self-employed
- 100% of profits
- Employee Stock Ownership Plan-ESOP (2 responses)
- Paid vacation
- Fitness, education reimbursement
- Company Pension Plan
- None (9 responses)

What credentials/designations/licenses do you hold?

Out of 121 answers, 104 reported some license or credentials; a number had multiple designations.

License/Designation/Credential	Number of People
120	6
214	1
215	3
216	1
218	14
220	46
240	1
AAI	7
ACAC	1
AIAM	1
AMIM	1
ARe	1
ARM	8
ASLI	1
AU	1
BS Risk Management	1
CASL	1
CFP	2
ChFP	7
CIC	17
CLCS	1
CLI	1
CLU	9
CISR	6
CMIP	1
CPCU	14
CPSR	1
CRIS	2
CPIW	2
CRM	4
CSPR	1
CWCL	1
FICF	1
FLMI	1
Florida WC License	1
LUTCF	12
MAAA	1
MBA	4
MSC	1
MSIM	1
PCSR	1
PHR	1
PIAM	1
Public Adjuster License	1
RHU	2
Series 6	4
Series 26	1
Series 63	1

What comments do you have concerning your salary, your work load or compensation situation in general?

A sampling of responses

- ▶ Personal Lines CSR should be compensated equally as Commercial Lines CSR.
- ▶ No raise because of the economy but I'm glad I still have a job. Maybe next year we'll get a raise increase.
- ▶ Work load has increased, no raises/bonuses for 2 years. Expenses in general have increased and employers think you should be lucky to have a job.
- ▶ The current economy and the turmoil in property insurance caused by Tallahassee and the reduced WC rates have had a negative effect on our agency.
- ▶ I am happy I still have a job.
- ▶ The captive company I represent is taking numerous rate increases in a down economy which is killing our retention and all they want to do is blame the agents for the poor retention figures. All of which affects our total compensation.
- ▶ We have to work with much more intensity and more stress for same or less money.
- ▶ Due to economy, took a pay cut temporarily.
- ▶ Less revenue, less salary.
- ▶ The burden has increased significantly over the last 18 months. More hours, less commission, higher operating expenses.
- ▶ Salary is going down. More online buyers. People are losing their homes, businesses.
- ▶ In general the commission on homeowners' insurance is too low. They were cut when premium went up, stayed low when premiums when down.
- ▶ Decreasing company commissions.
- ▶ There will not be an upward turn for several more months, perhaps the whole year. That is how long it will take to recover from the foreclosures that generated so many policy cancellations! National Flood changing zones and refunding flat didn't help matters any either.
- ▶ Down over 50% from last year, with no change in clients.
- ▶ Okay with salary, just wish health insurance was offered, for I have none.
- ▶ Salary and benefits are not adequate for the work load, or experience.
- ▶ Haven't had a raise in 5 years - not even a cost of living.
- ▶ I have turned away more potential clients the last 18 months then I have in the last 23 1/2 years.
- ▶ Came from salary in NJ in 1995 of \$65,000. Florida grossly underpays their professionals.
- ▶ Should get more commission.
- ▶ Carrier income the same, less claims filed; however, workload has increased and salary has not.
- ▶ Its like a cup of tea! It's how you make it!
- ▶ No salary increases over past two years; work load has increased.
- ▶ Premiums are too low and not sound actuarially. The wind mitigation credits are too high. Show me any other industry that had severe losses in 2004 and 2005 and currently homeowner premiums are lower than they were at that time...something is very wrong with that picture. I do not know of any product that is less expensive today than it was 5 years ago..other than homeowners' insurance.
- ▶ Decrease in premiums/clients due to economic conditions here in Florida.
- ▶ Some years are better than others.
- ▶ Satisfied.
- ▶ I love my job and look forward to revenue increases in the coming years, which will lead to higher personal compensation.
- ▶ Love it.
- ▶ The economy is awful. Many of our clients have decreased their payroll and annual gross receipts, resulting in lower premiums and lower commissions.
- ▶ We hope the economy improves...soon!
- ▶ Times are tough. The only thing I can do is work harder.
- ▶ Working twice as hard for 1/2 the income for past 2+ years.
- ▶ Economy is terrible.
- ▶ Haven't had an increase in 2 years.
- ▶ I am aware it is below the norm but I'll retire in 2 years so I remain.
- ▶ My working in the insurance business is more to assist those from prior sales who need assistance in maintaining their insurance.
- ▶ Not paid well.
- ▶ Plan to make more.
- ▶ We are doing more work for less sales. More people shopping rates only. Many new auto policies sold to people who had to let their auto policies lapse.

How would you rate the employment outlook for the insurance industry in general?

Positive 45.8%
 Negative 33.9%
 Neither 20.3%

Your reasons? *(A sampling of responses)*

- ▶ Uncertainty because of economy.
- ▶ We have held fairly steady through the economic downturn.
- ▶ Decreased premiums have created a very soft cut throat market - especially with PEOs.
- ▶ Revenues are down; we do not plan on hiring.
- ▶ Even while picking up new clients, brokers don't need to expand EE #s by very much to accommodate new business.
- ▶ It's a stable industry in which you can make your own opportunities.
- ▶ People will always need insurance, and they will always need good advice and experience an agent provides.
- ▶ Business is slow.
- ▶ Business is lost due to clients downsizing or closing.
- ▶ Uncertainty in the economy outlook. Many, many home foreclosures and job losses.
- ▶ I had to let 3 people go over the course of this past year. I found them other positions, but not in this industry!
- ▶ Companies are not willing to take on new employees until the market get better.
- ▶ Too many companies are going to fail when we get a Cat 3 or worse hurricane.
- ▶ Slow climb to stabilization.
- ▶ THE ECONOMIC SITUATION IN THE COUNTRY & REST OF THE WORLD!!
- ▶ In this economy it would be extremely difficult to get a start in the p/c business.
- ▶ It's a product that everybody needs along with it being a field that you can make good money if you work hard.
- ▶ I think we are in a holding pattern for now. I don't expect any dramatic swings either way.
- ▶ Most agencies are downsizing. People who have been let go still have not found jobs.
- ▶ Our company has reduced its size in Florida by 50%. We are now poised to grow.
- ▶ Growing competition for a smaller piece of the pie.
- ▶ There is always a need for insurance products.
- ▶ It has to get better from where it presently is at this time.
- ▶ The business has changed ever since Andrew! Where will it go next? No longer have real binding authority!
- ▶ Harder to find good paying jobs with benefits. Companies expecting to do more and more with less help.
- ▶ Premiums are lower, commissions are lower and salaries will have to follow and good people are losing jobs.
- ▶ Internet sales. Market is price driven and professionalism is secondary.
- ▶ The capitalistic economy requires the protection we provide.
- ▶ We have recently expanded to 12 additional states.
- ▶ Confusion = Opportunity.
- ▶ Insurance is a very necessary product/service, especially in commercial lines (where we specialize).
- ▶ I have company objectives that do not fairly compensate me for the effort.
- ▶ With revenue levels down most agencies are holding staff levels the same or still reducing staff.
- ▶ It is going to take several years before we see an economic recovery in spite of what the government tells us. A national healthcare reform will also substantially hurt our business.
- ▶ Government takeover of major business sectors will affect the free market distribution of insurance products.
- ▶ Charlie Crist, Kevin McCarthy, Bill Nelson, Tom Gallagher.
- ▶ No one wants to hire in this economy.
- ▶ Hard to make above-average salary in this economy.
- ▶ Layoffs, computerization.
- ▶ There are some good people out of work.
- ▶ I don't think the homeowner situation is stable.

Would you recommend your profession to other people?

Yes 72.5%

No 27.5%

Why, or why not? *(A sampling of responses)*

- ▶ Career profession and it allows versatility.
- ▶ Only certain sections - claims, loss control. Would not recommend sales at this time.
- ▶ I am optimistic about the future.
- ▶ This is a great industry although success is difficult.
- ▶ It is too competitive and everyone in the industry is trying to cut our commissions.
- ▶ Everyone has insurance so there are always going to be job opportunities.
- ▶ Economy is bad.
- ▶ Outlook is gloomy.
- ▶ It's what I enjoy and always provides for a busy work day.
- ▶ Not unless they want a job with a large firm.
- ▶ Very unstable market conditions.
- ▶ I'm undecided on this question, but most likely I would recommend it.
- ▶ There will be growth in a few years so it is a good time to enter, get licensed and learn.
- ▶ You are in position to really help people when they most need it.
- ▶ Opportunity to serve and income only limited by your efforts.
- ▶ Everybody needs insurance so an economic downturn does not affect you as much as other occupations.
- ▶ It is something you could do without a college degree, but I would recommend the college degree to further advance in industry.
- ▶ A lot of unnecessary chaos and stress.
- ▶ We need more honest and ethical professionals in our business than ever.
- ▶ Absolutely not. In fact in my next life it sure won't be insurance!
- ▶ Our industry provides a very broad array of specializations from which to choose, has a solid, performance based compensation model and allows for significant growth for motivated individuals.
- ▶ Flexibility of hours, and you can almost write your own destiny.
- ▶ It's a great industry. It does take time to build up a book of business, but after that happens, clients tend to be loyal - if we continue to offer superior service. As an agency owner, the flexibility of hours is extremely beneficial. Some weeks I work far less than 40 hours, while during other weeks, I may work 60 hours.
- ▶ Insurance is a necessity people cannot live with out. We sell and deliver a promise that must be kept.
- ▶ We work in a noble profession.
- ▶ Don't need the additional competition for a shrinking market.
- ▶ It is a good business, but you have to work smart and hard.
- ▶ Industry is very fickle and lacks respect for adjusters.
- ▶ Because there will always be a need!
- ▶ Stable if you can get with the right company.
- ▶ Not sure about long-term prospects for professional agents.
- ▶ A very challenging and professional occupation with advantage to learn about different businesses.
- ▶ Opportunity for both meaningful work and wonderful income.
- ▶ We help the economy greatly and get to learn much about other businesses and people.
- ▶ Large responsibility.
- ▶ Several more years of a down economy will make it difficult for young people to make a good living.
- ▶ It is a valuable product.
- ▶ Has become a socialist agenda, all the mandated coverages and benefits, law writing judges, constantly bad mouthed by legislators and other elected people.
- ▶ If they have a talent for sales only.
- ▶ Commissions are being lowered every year.
- ▶ If they enjoy working with business owners and enjoy customer service.
- ▶ Challenging and rewarding.
- ▶ For the right individual, insurance sales can be lucrative.
- ▶ Good income and satisfaction of helping others.
- ▶ Great career, interesting work, good income potential.
- ▶ Been good to me over the years - just not now.
- ▶ It is a great business.
- ▶ If I thought they were right for the job
- ▶ Stress in this business is increasing. Companies are dropping coverage leaving the agent exposed to lawsuits.