



The results are in from the 2022 Allianz Middle Market Study.¹

What did we find out that you should know?

Let's get right to the biggest news: Consumers in the “middle market” are a largely untapped market that you should look to for new clients, new life insurance sales, and increased revenue in 2023.

These potential customers are 30-45 years old, and interested in financial products that offer access to cash for emergencies, protection from volatility, the ability to address inflation, and the potential to supplement their income during retirement. They're contributing to their 401(k) to the full company match, but they have additional funds to purchase another financial vehicle.

And consider this: Only **about 50% of the middle market is working with a financial advisor** – which means new clients are out there waiting for you.¹



Learn more about the middle market

→ [See why this is an opportunity for you](#)

¹ The 2022 Allianz Middle Market Study was conducted by Allianz Life as an online survey in August 2022 with 800 respondents, ages 25-40 years. Respondents have an annual household income of \$100,000+ and either 1) contribute \$20,500 or more to retirement investment accounts, or 2) meet

or exceed their employee sponsored match and are making/interested in making additional contributions to another account.

Allianz Life Insurance Company of North America does not provide financial planning services.

Life insurance requires qualification through health and financial underwriting.

Guarantees are backed by the financial strength and claims-paying ability of Allianz Life Insurance Company of North America.

Products are issued by Allianz Life Insurance Company of North America, PO Box 59060, Minneapolis, MN 55459-0060.

CONFIDENTIALITY NOTICE: The information in this email may be confidential and may be legally privileged. It is intended only for the use of the individual(s) named above. If you are the intended recipient, be aware that your use of any confidential or personal information may be restricted by state and federal privacy laws. If you, the reader of this message, are not the intended recipient, you are hereby notified that you should not further disseminate, distribute, or forward this email. If you have received this email in error, please notify the sender and delete the message. Thank you.

For financial professional use only – not for use with the public.

Product and feature availability may vary by state and broker/dealer.

You may [unsubscribe](#) from Allianz emails.

ELIF-5709

(02/2023)