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Jackson Ranked First in VA Producer Loyalty

By Joe Morris September 13, 2011

Jackson National Life Insurance ranks first among variable annuity providers in advisor loyalty, according to new research.

A study by **Cogent Research** found Jackson scores best in "internal wholesaler support" and "advisor investment momentum," which measures how much advisors expect to increase or decrease investments with current providers.

Prudential, which ranks second overall, scores highest in "range of product features," which Cogent calls the single most important loyalty driver.

In last year's ranking, Prudential finished first, with Jackson second.

Lincoln National Life Insurance is third, unchanged from 2010, as is **Ameriprise Financial** in fourth place, followed by **Nationwide Financial** in fifth, up from seventh last year. Rounding out the top 10 are **MetLife** at sixth; **Ohio National Life Insurance**, seventh; **Sun Life Financial**, eighth; **Allianz Life Insurance North America**, ninth; and **Aegon/TransAmerica**, 10th.

The research is based on a nationally representative sample of 1,643 retail investment advisors across all major distribution channels.

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