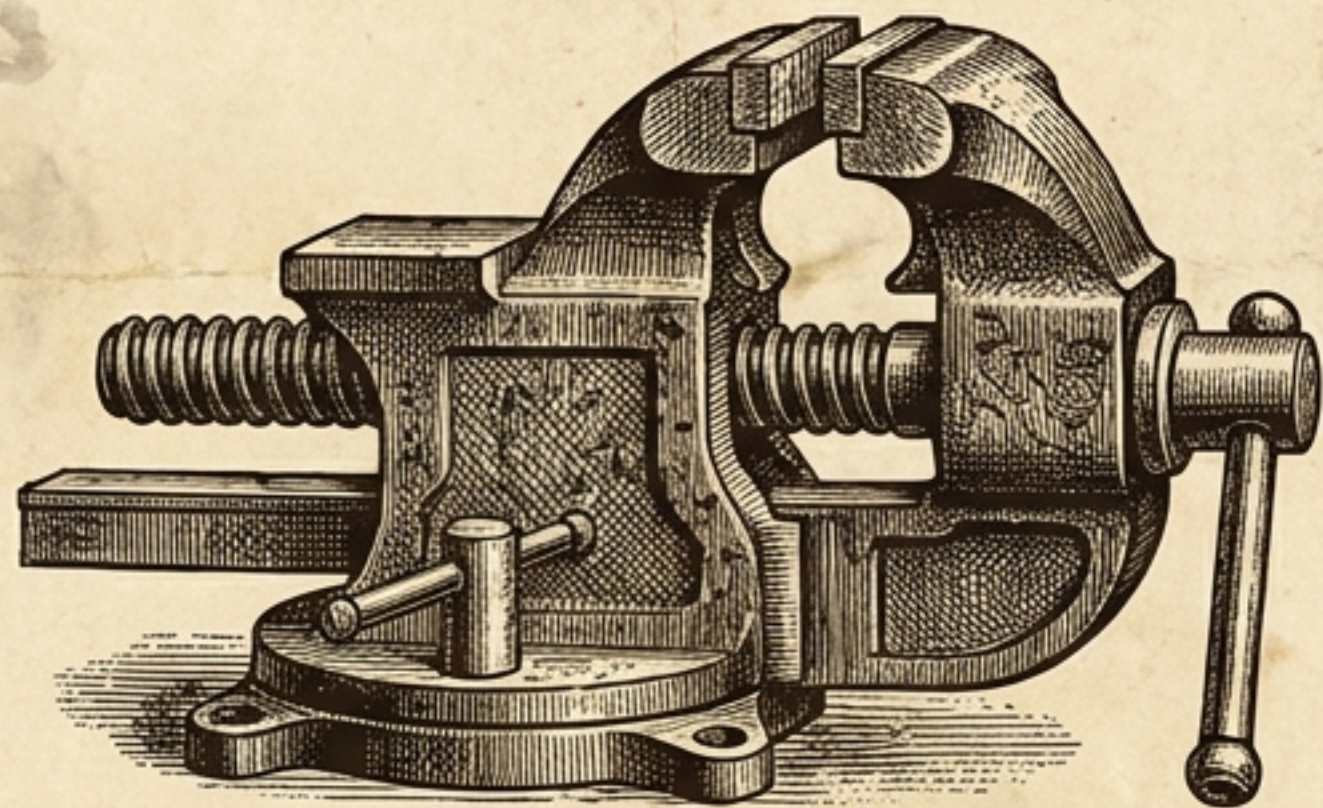


THE THREE-SIDED SQUEEZE

What the next 5 years look like for independent agents



❖ **Three signals dropped in 30 days** ❖

MI

Regulation.

Tighter
MA
economics.

It is not a squeeze. It is a window.



The 2027 MA Reset.



2.48% increase.

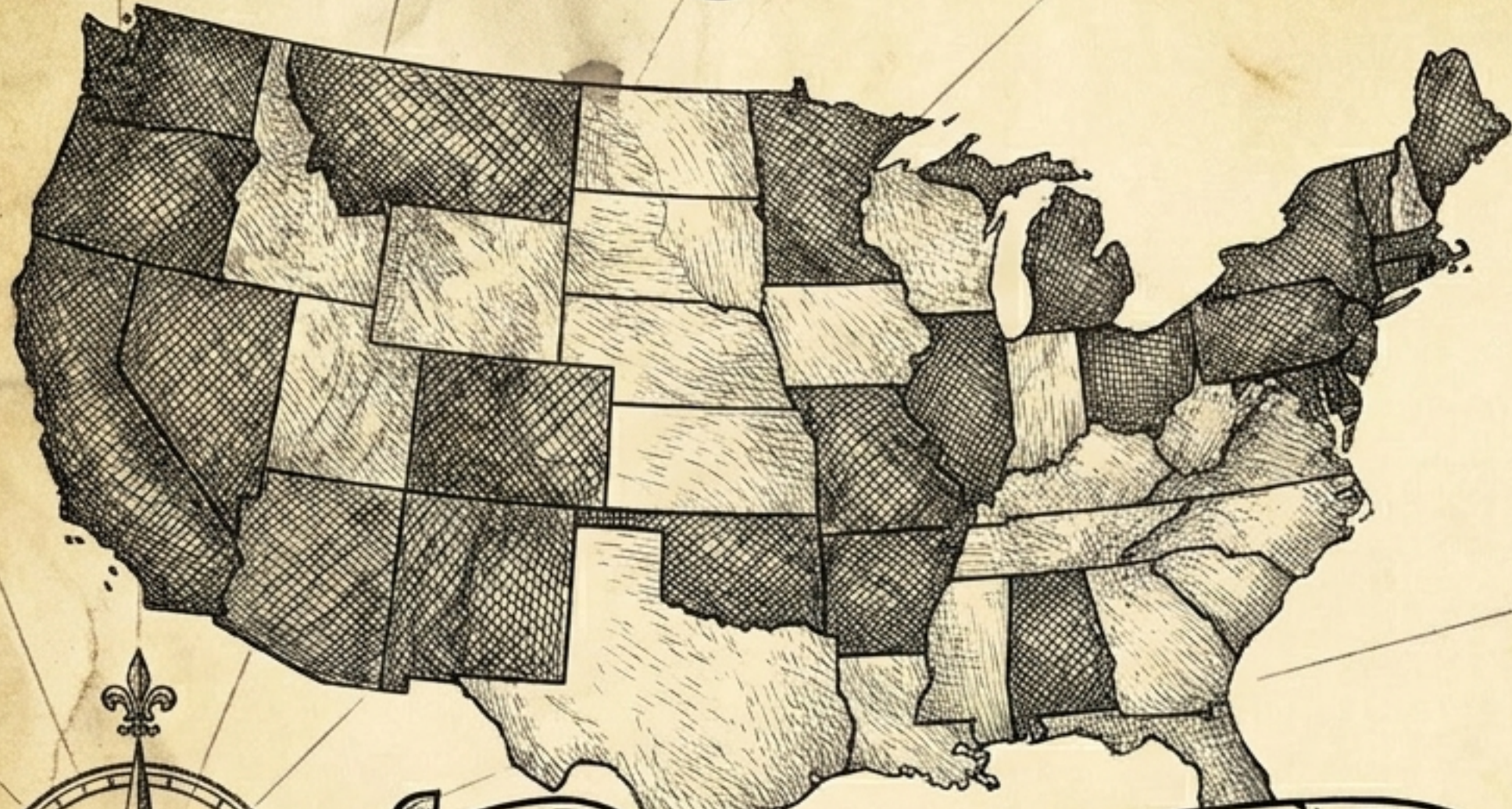
\$13B+ additional payments.

4.98% with risk trend.

Tighter audit.

Source: CMS, April 6, 2026.

AI Has a Regulator.



**Existing insurance
laws apply to AI.**

Legend

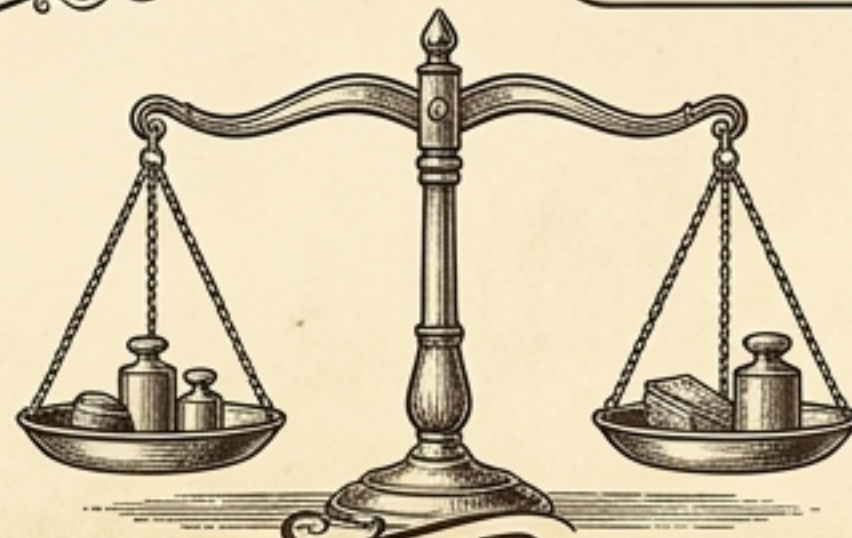
24 states adopted
NAIC Model Bulletin.

12-state Evaluation
Tool pilot, January
to September 2026.

Source: NAIC, March 2026.

What Consumers Want.

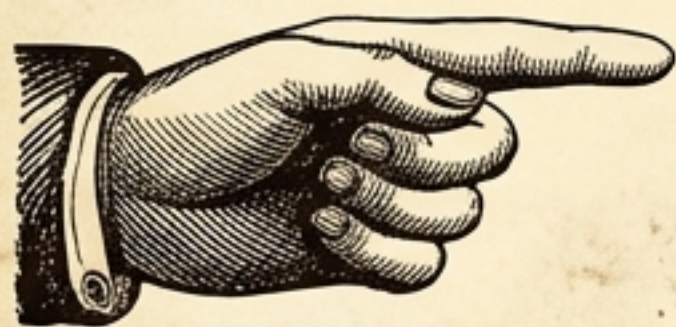
\$17.5B+ new life premium in 2025. Sales up 7%.



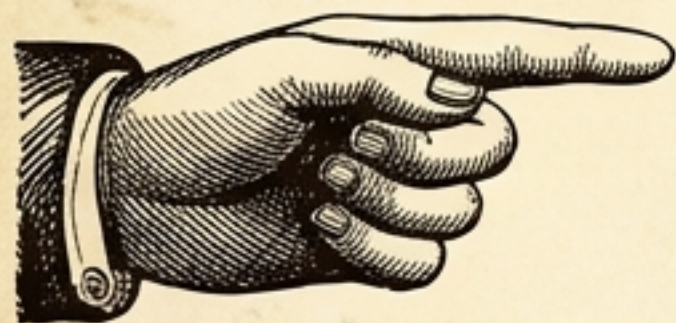
AI speed *AND* a human advisor.

Source: LIMRA, April 2026.

Position as the technology-enabled trusted advisor.



Document AI use like marketing.



Lead reviews with living-benefits.



Tighten retention before 2027.



Talk to PSM Brokerage about contracting.

This is the kind of intelligence our agents get every week.