

Heritage Insures

PRESERVING THE LEGACY AND ENSURING THE DESTINY OF THE AFRICAN AMERICAN CHURCH THROUGH LIFE INSURANCE

David L. Harris, CEO

Jerry L. Boles, Executive Vice President

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2/1/20XX

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**Heritage provides specialized insurance
solutions for individuals, employees,
corporations, and faith-based
organizations.**

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Agenda

Demographics
 Marketplace
 Buying Power
 Niche Market
 Market Segmentation
 Church Types
 Key Market Trends
 Expansion Markets



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Demographics

- The 2020 United States Census Bureau estimate that now 46.9 million strong, African Americans are a growing vital part of the overall U.S. population now representing over 14% of the total population.
- By 2060, the Black alone population is projected to increase to 60 million. The terms "Black" and "Black or American" are used interchangeably in this report from the United States Census Bureau.

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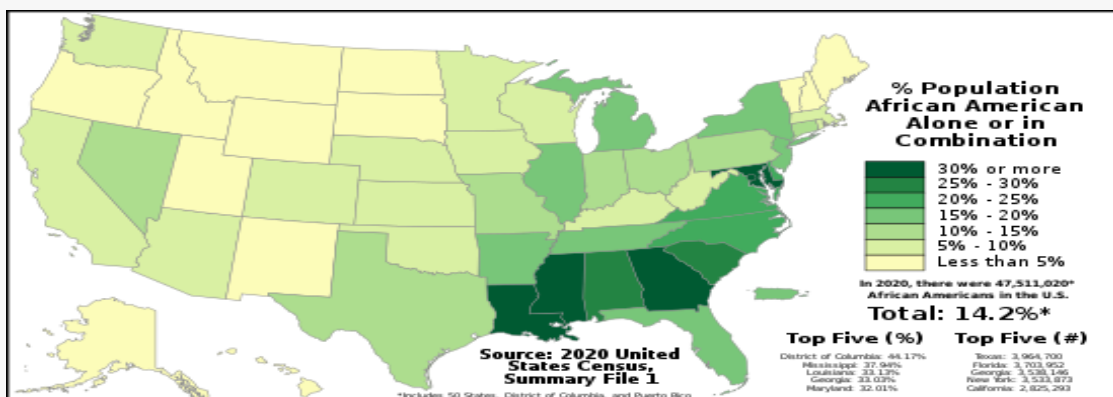
Top ten states with highest concentration of African American population

1. District of Columbia - 44.1%
2. Mississippi – 37.9%
3. Louisiana – 33.1%
4. Georgia – 33%
5. Maryland – 32%
6. South Carolina – 28.9%
7. North Carolina – 27%
8. Alabama – 25.8%
9. Delaware – 24.1%
10. Virginia – 18.6%

58% of African Americans are most concentrated in the South

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Proportion of African Americans in each U.S. state, the District of Columbia, and Puerto Rico as of the 2020 United States Census

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Top Target Markets with highest concentration of African Americans population

1. *South Fulton, GA – 93.26%*
2. *Jackson, MS – 80.45%*
3. *Birmingham, AL – 69.82%*
4. *Miami Gardens, FL – 66.97%*
5. *Memphis, TN – 63.34*
6. *Montgomery, AL - 61.91%*
7. *Augusta, GA – 58.61%*
8. *Shreveport. LA – 57.82%*
9. *New Orleans, LA – 57.02*
10. *Macon, GA – 56.48%*
11. *Baton Rouge, LA – 55.43*
12. *Mobile, AL – 53.04*
13. *Savanah, Ga – 51.04*
14. *Atlanta, GA – 49.41*
15. *St. Louis, MO – 45.45*
16. *Little Rock, AR – 42.35*
17. *Tallahassee, FL – 37.22*

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Marketplace

- The buying power of African Americans in 2021 was 1.6 trillion, an increase of 61% since 2010.
- The buying power of African Americans was 761 billion in 2005 and grew to 1 trillion in 2010, an increase of 222%.
- In 2021 the net worth fell by 14% compared to an increase in net worth of 112% for Latinos and 2% for whites.
- Between 2001 and 2055, African Americans will transfer an estimated \$1.1 to 3.4 trillion of wealth to future generations.
- If African American buying power were compared to a country, it is estimated that it would be the 15th wealthiest nation in the world.

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Top ten states with the largest share of African American total buying power

1. Texas- \$149 billion
2. New York - \$141 billion
3. Georgia - \$117 billion
4. California – 118 billion
5. Florida - \$166 billion
6. Maryland - \$86 billion
7. North Carolina - \$75 billion
8. Virginia - \$67 billion
9. Illinois - \$63 billion
10. New Jersey – 57 billion

• University of Georgia Research August 11, 2021

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Niche Market/Key Market Trends

- *African American Churches in the USA alone make weekly deposits of over \$126.9 Million dollars.*
- African Americans donate over \$11 billion each year. Over 60% of African American giving is to churches.
- The Nine Major National African American Faith-Based Organizations represents over 71% of the total African American population, over 27 million people.
- 63% say the pastors of Black Churches are the most important leaders in the African American community.
- The Black Church, as a whole, is the largest and wealthiest institution, in terms of land, cash, and investment assets, in the African American Community.
- 53% of African Americans (20.5 million) attend church on Sunday.
- Compared to 66% of whites, 83% of blacks say their religious faith is very important in their lives.

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Market Segmentation

Our market consists of over 70,000 African American Faith-Based Institutions with an average net worth of over \$2 million, over 210,000 African American Pastors & Centers of Influence, and 27.4 million African American congregational members. Our target market is the African American Faith-Based Institutions, Pastors & Centers of Influence, and congregational members. Our objective is to become the leading provider of Faith-Based Life Insurance/Financial Services products in the Black, Indigenous, and People of Color Markets.

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Church Types

1. Family 50
2. Pastoral 50 – 150
3. Program 150-350
4. Corporate 350 – 2,000
5. Mega 2,000 – Greater

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The Family Church

The Family Church has less than 50 people in attendance at Sunday worship. It is a small, tightly knit group. As in regular families, new people are added by birth or by adoption. The family church is led by a few strong members of the group (male or female). The role of the clergy is clearly defined within the family church. His/her assigned tasks are typically to preach, lead worship and Bible studies, and provide pastoral care. The clergy is not expected to initiate much programming. It may take years of trust building before the clergy's new ideas are welcomed and integrated into the life of the congregation through the strong leader(s). The strong leaders- whether male or female – keep the church together and functioning.

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The Pastoral Church

The Pastoral Church has from 50 to 150 in attendance at Sunday worship. It is too large to be a family group but may be called a fellowship group since its top limit is the largest number of people with which humans can comfortably have fellowship. There are some small functional groups (choir, Sunday school teachers, Bible study) or friendship groups, and the congregation is still small enough that everyone can know everyone else. The minister is the center of the pastoral church. The members of the congregation see the minister as their leader. The minister has a pastoral relationship with the entire membership; an emergency brings a visit or a call from the minister.

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The Corporate Church

The Corporate Church has more than 350 worshipers on Sunday, spread over more than two services.

The senior minister has a clearly defined role – usually preaching and administration. She/he oversees the work of staff (at least some of whom are ordained) who serve as executives for the various programs. The corporate sized church can provide even more programs than smaller sized churches for those seeking fellowship and service opportunities. For those who wish limited involvement in the congregation, it is easy to remain relatively anonymous in the large worship services. The minister has limited connection to the pastoral care of the congregation because it is delegated to other staff. Her/his time is spent largely with the staff, coordinating and directing their activities.

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The Mega Church

The Mega Church, a larger version of the Corporate Church, this church by definition has over 2,000 in attendance on a weekly basis. There are over 149 such churches in the African American communities.

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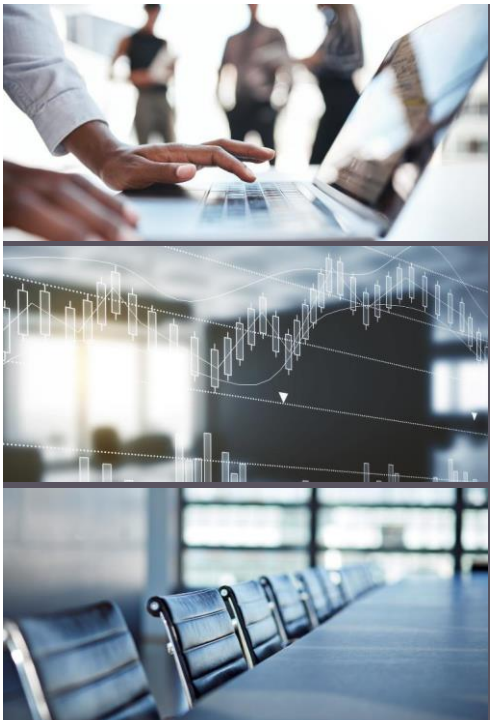
Expansion Markets

The early third quarter of 2023 will consist of African American Faith-Based Communities located in MD, VA, NC, and SC.



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Summary

By taking a grass root approach within select cities, and the African American Faith-Based communities, while strategically positioning products and resources in our exclusive markets; Heritage Insurers has gained a market presence.

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THE WAY TO
GET STARTED IS
TO QUIT
TALKING AND
BEGIN DOING.

Walt Disney

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THANK YOU!

Presenters: Jerry L. Boles

jboles@hfhllcorp.com

813-966-9683

David L. Harris

dharris@hfhllcorp.com

713-906-6322

Website: www.hertiageinsurers.com

713-551-9500- Office

888-840-1213-Sales

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