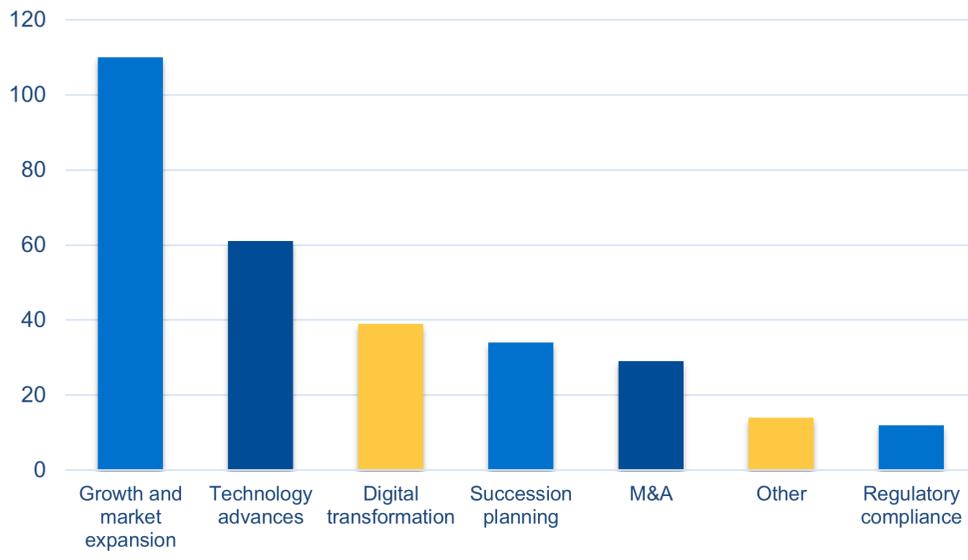


# 2025 Industry Survey Results

## How does your agency rank?

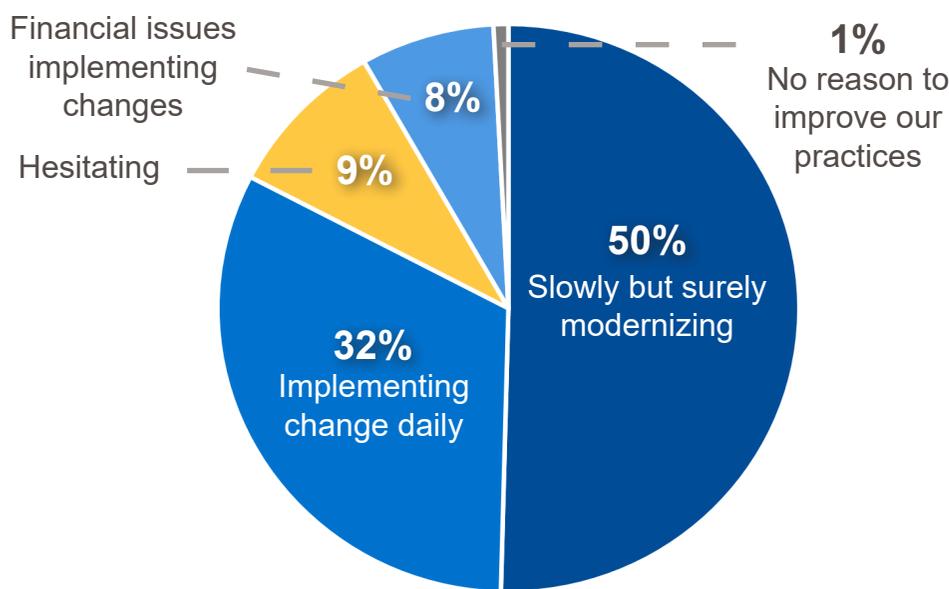
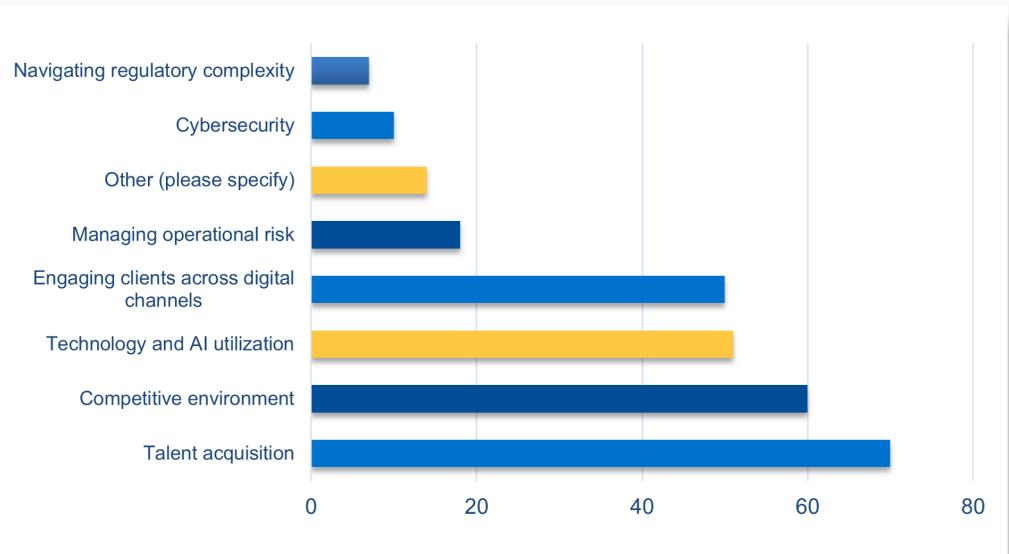


### What are your top three strategic priorities for the next 12 months?

In contrast to the 2024 survey results, succession planning and M&A have declined as primary strategic drivers. In their place, technological advancement has emerged as a top priority for many agencies, fueled largely by the accelerated adoption of artificial intelligence.

### What are your biggest pain points right now?

Compared to 2024, agency focus has shifted toward the dual challenges of talent acquisition and AI utilization. These categories have ascended the priority list, reflecting a heightened industry focus on human capital and emerging technology.



### Compared to your peers, how well do you feel your agency is adapting and modernizing practices to stay competitive with the many technological advances available?

While many agencies continue to modernize at a measured pace, there is a clear and renewed commitment to prioritizing technology implementation throughout the coming year.