Northwestern Mutual Named to Forbes' Inaugural America's Best-In-State Insurance Companies 2027 List

Company ranks #1 in five states and earns recognition in 15 total

National ranking based on independent survey of 25,000 U.S. insurance customers

MILWAUKEE, Nov. 16, 2026 /PRNewswire/ -- Northwestern Mutual today announced it has been named to*Forbes*' inaugural America's Best-In-State Insurance Companies 2027 list, earning the #1 ranking in five states – Delaware, Idaho, Ohio, Oregon and Virginia – and recognition in 15 total states nationwide. Developed by *Forbes* in collaboration with Statista, the first-ever ranking is based on an independent survey of approximately 25,000 U.S. insurance customers and recognizes the insurers that earn the highest marks for the experience they deliver.

"This recognition comes directly from the people we proudly serve, and that's what makes it so meaningful," said Rebecca Evenson, vice president, Risk Products and Solutions, Northwestern Mutual. "Our clients don't want a transaction. They want someone who knows them, who's there when life changes, and who helps them make decisions with confidence. That's what our advisors do every day, bringing together insurance protection and investment solutions in one plan that grows with them. We're honored to see that experience reflected in the survey results."

The *Forbes* ranking is based on consumer feedback about their experiences with insurance companies. Survey participants evaluated insurers on overall recommendation, satisfaction, and loyalty, along with six service dimensions: advice, customer service, price-performance, transparency, digital services, and damage/benefit service. For Northwestern Mutual, the results reflect what clients have long valued: a trusted advisor who knows them personally and a financial plan that evolves with their lives.

Northwestern Mutual's trusted advisors bring together insurance and investments in a comprehensive plan designed to evolve with their clients' changing goals, life events, and unexpected challenges. By helping clients grow wealth with investments and protect what they've already built with insurance, more Americans get on a path to financial security and greater prosperity. In fact, according to Northwestern Mutual's Year-End 2026 Personal Prosperity Index, Americans who have an advisor, and a comprehensive financial plan combining insurance with investments enjoy a significant 11-point "prosperity premium" over Americans without an advisor.

Behind that advisor relationship is a company built for the long term, where disciplined business management has produced sustained financial strength. Northwestern Mutual's expected $10.4 billion dividend payout for 2027, the largest in company history, marks the 156th consecutive year the company expects to pay dividends to eligible policyowners.[2] The company also continues to earn the best available financial strength ratings from all four major ratings agencies.[3]

About the ranking

Northwestern Mutual was recognized on *Forbes*' 2027 America's Best-In-State Insurance Companies list in 15 states, including #1 rankings in Delaware, Idaho, Ohio, Oregon and Virginia. The ranking was developed by *Forbes* in collaboration with Statista and is based on an independent survey of approximately 25,000 U.S. insurance customers. Participants evaluated insurers on overall recommendation, satisfaction, loyalty and service-related factors. Northwestern Mutual and its financial advisors do not pay for placement on third-party rating or ranking lists but may pay marketing fees to these organizations to promote such recognitions. For the complete rankings and methodology, visit: www.forbes.com/lists/best-in-state-insurance-companies.

About Northwestern Mutual

Northwestern Mutual has been helping people and businesses achieve financial security for nearly 170 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important.

With more than $780 billion of total assets[1] being managed across the company's institutional portfolio as well as retail investment client portfolios, more than $40 billion in revenues, and $2.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 109 on the 2026 *FORTUNE* 500 and was recognized by *FORTUNE*® as one of the "World's Most Admired" life insurance companies in 2026.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include **Northwestern Mutual Investment Services, LLC (NMIS)** (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). **Not all Northwestern Mutual representatives are advisors. Only those representatives with "Advisor" in their title or who otherwise disclose their status as an advisor of NMWMC are credentialed as NMWMC representatives to provide investment advisory services.**

[1]Includes investments and separate account assets of Northwestern Mutual as well as retail investment assets held or managed for clients.
[2] The dividend scale and the underlying dividend interest rates are reviewed annually and are subject to change. Future dividends are not guaranteed, although Northwestern Mutual has paid a dividend every year since 1872.
[3] Financial strength ratings are for The Northwestern Mutual Life Insurance Company and Northwestern Long Term Care Insurance Company. Ratings are issued by A.M. Best, Fitch Ratings, Moody's Ratings and S&P Global Ratings and are subject to change.

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