

[Date]

[Customer Name]
[Customer Address]
[City, State, Zip]

Subject: Protecting your family's future

Dear [Customer Name],

We value the trust you have placed in us to protect your [Current Policy Type, e.g., Home or Auto]. Because we are committed to your family's financial security, I am reaching out to discuss an essential layer of protection: Term Life Insurance.

While your current policies protect your assets, Term Life Insurance protects the people who matter most. It ensures that in the event of the unexpected, your loved ones can:

- Pay off the mortgage and stay in their home.
- Cover daily living expenses and bills.
- Provide for your children's future education.
- Maintain the lifestyle you have worked hard to build.

As an existing customer, you may be eligible for affordable rates that fit easily into your monthly budget. Getting a quote is fast, simple, and carries no obligation.

Please call me at [Phone Number] or reply to this email to see how simple it is to gain this peace of mind.

Thank you for choosing [Company Name].

Sincerely,

[Agent Name]
[Agency Name]
[Phone Number]
[Email Address/Website]