

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Dear [Customer Name],

Thank you for trusting us with your auto insurance needs. We value your business and are committed to helping you protect what matters most.

While auto insurance protects your vehicle, it does not provide for your loved ones in the event of an unexpected tragedy. We are reaching out today to introduce our Term Life Insurance options, designed to offer high-value protection at an affordable monthly rate.

Term Life Insurance can help your family cover essential expenses, such as:

- Mortgage or rent payments
- Outstanding debts and final expenses
- Future education costs for children
- Daily living expenses and lost income replacement

Because you are already a valued policyholder, you may be eligible for simplified underwriting or multi-policy discounts. Getting a quote is quick and requires no obligation.

Please contact me at [Phone Number] or [Email Address] to discuss how we can build a complete safety net for your family.

Sincerely,

[Agent Name]

[Agency Name]

[Phone Number]