

[Date]

[Customer Name]

[Address Line 1]

[City, State, Zip]

Dear [Customer Name],

Thank you for being a valued [Company Name] customer. We appreciate the trust you place in us to protect your [Current Product, e.g., home/auto].

Because you have already taken steps to secure your assets, we want to help you protect what matters most: your family's future. We are pleased to offer you our **Peace of Mind Term Life Insurance** plan.

While we don't like to think about the "what ifs," having a reliable life insurance policy ensures that your loved ones are financially protected. A Term Life policy can help your family:

- Pay off mortgage balances or debts.
- Cover daily living expenses.
- Fund future education costs for your children.
- Maintain their current lifestyle during a difficult time.

As an existing policyholder, you may be eligible for simplified underwriting and competitive rates starting as low as \$[Price] per month.

Getting a quote is fast and easy. Simply call us at [Phone Number] or visit [Website URL] to see how affordable true peace of mind can be.

Sincerely,

[Your Name/Agent Name]

[Company Name]