

[Date]

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

Dear [Client Name],

Thank you for trusting us with your auto insurance. Because you are a valued client, I am reaching out to ensure you have the same level of protection for your family as you do for your vehicle.

Many of our clients are surprised to learn how affordable Term Life Insurance can be. In many cases, you can secure comprehensive coverage for less than the cost of a daily cup of coffee. This coverage provides a financial safety net that can help your loved ones with:

- Mortgage and rent payments
- Daily living expenses
- Future education costs
- Final expenses

Since we already handle your auto policy, we can quickly provide you with a personalized quote. We may also be able to offer a multi-policy discount on your existing coverage by adding a life insurance plan.

Protecting your family's future is simpler and more budget-friendly than you might think. Please give me a call at [Phone Number] or reply to this email to get a free, no-obligation quote.

Best regards,

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