[Date]

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

Subject: Important: Essential General Liability Coverage for Your Business

Dear [Client Name],

Thank you for trusting us with your commercial auto insurance. While your vehicles are protected on the road, we noticed that your business may currently be exposed to significant risks that occur off the road.

Commercial Auto insurance covers accidents involving your vehicles. However, it does not cover bodily injury or property damage claims that happen at your place of business, a job site, or as a result of your completed services. For these risks, **General Liability (GL) Insurance** is essential.

A General Liability policy provides protection against:

- **Third-Party Bodily Injury:** Coverage if a customer slips and falls on your premises.
- **Third-Party Property Damage:** Coverage if you or an employee accidentally damage a client's property while working.
- **Product/Completed Operations:** Coverage for claims arising after a job is finished.
- **Advertising Injury:** Protection against claims of libel, slander, or copyright infringement.

Many contracts and leases now require proof of General Liability insurance before you can begin work or enter a premises. Carrying this coverage not only protects your assets but also increases your business credibility.

We can often bundle General Liability with your existing Commercial Auto policy to ensure there are no gaps in your protection-often at a discounted package rate.

Please contact us at [Phone Number] or [Email Address] to discuss a quote tailored to your specific operations.

Sincerely,

[Agent Name]
[Agency Name]
[Phone Number]
[Website]