

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Friendly Reminder: Your General Liability Policy Renewal

Dear [Client Name],

We hope your business is doing well. This is a friendly reminder that your General Liability insurance policy, number [Policy Number], is scheduled to expire on [Expiration Date].

To ensure your business remains protected and to avoid any gap in coverage, we would like to begin the renewal process. Maintaining continuous coverage is vital for protecting your assets and fulfilling many professional contracts.

**Next Steps:**

- Please review your current policy limits and information.
- Let us know if there have been any significant changes to your business operations, revenue, or payroll over the past year.
- Confirm your intent to renew by [Deadline Date].

If you would like to discuss your coverage options or if you have any questions regarding your premium, please contact us at [Phone Number] or [Email Address].

Thank you for choosing [Agency/Company Name] for your insurance needs. We look forward to continuing our partnership.

Sincerely,

[Your Name]

[Your Title]

[Company Name]