

[Date]

[Policyholder Name]

[Address]

[City, State, Zip Code]

Subject: Welcome to the [Company Name] Referral Program!

Dear [Policyholder Name],

Thank you for being a loyal member of the [Company Name] family. We believe that our best new clients come from our current policyholders, which is why we are excited to welcome you to our official Referral Program.

Your trust in us is the highest compliment we can receive. To show our appreciation, we have designed this program to reward you for sharing your positive experience with friends, family, and colleagues.

How the Program Works:

- **Refer:** Share your unique referral link [Link] or have your contact mention your name when they call for a quote.
- **Quote:** For every person you refer who completes a no-obligation quote, you will receive [Reward Amount/Type].
- **Earn:** There is no limit to how many rewards you can earn!

You can track your referrals and view your rewards through our online portal at [Website URL].

We are committed to providing your referrals with the same high level of service and protection that you have come to expect from us. If you have any questions, please contact your agent or call our support team at [Phone Number].

Thank you for your continued support and for helping our community grow.

Best regards,

[Sender Name]

[Title]

[Company Name]