[Date]

[Recipient Name]
[Address Line 1]
[City, State, Zip Code]

Subject: Important Spring Season Advisory: Water Backup Coverage

Dear [Policyholder Name],

With the arrival of the spring season, increased rainfall and melting snow can lead to significant ground moisture. These conditions often result in overwhelmed sewer systems and sump pump failures, which can cause water to back up into your home.

We would like to remind you that standard homeowners insurance policies typically do not cover damage caused by the backup of sewers or drains unless a specific endorsement is added to the policy.

Why consider Water Backup Coverage?

- **Sump Pump Failure:** Covers losses if your pump stops working during a heavy storm.
- **Sewer Backups:** Protects against damage caused by water backing up through floor drains and toilets.
- **Property Protection:** Helps cover the cost of cleaning up water and replacing damaged furniture, flooring, or appliances in your basement.

To ensure your home is fully protected this spring, we recommend reviewing your current policy limits. Adding this coverage is often very affordable and provides essential peace of mind.

Please contact our office at [Phone Number] or reply to this email at [Email Address] to discuss your options or to add this protection to your policy immediately.

Stay safe and dry this season.

Sincerely,

[Your Name/Agent Name]
[Agency Name]
[Website]