

[Your Company Name]
[Street Address]
[City, State, Zip Code]
[Phone Number]
[Date]

[Recipient Name]
[Recipient Street Address]
[Recipient City, State, Zip Code]

RE: Exclusive Mortgage Protection Offer for your property at [Property Address]

Dear [Recipient Name],

Congratulations on your recent mortgage with [Lender Name]. Because your home is likely your most significant investment, we are writing to offer you an exclusive opportunity to secure your family's future with our Mortgage Protection Insurance plan.

In the event of an unexpected tragedy, such as death, disability, or critical illness, our protection plan is designed to:

- Pay off your remaining mortgage balance in full.
- Cover your monthly mortgage payments if you become disabled and unable to work.
- Provide a tax-free death benefit directly to your beneficiaries.
- Keep your family in their home during difficult times.

As a new homeowner, you are eligible for simplified underwriting, which may allow you to qualify without a medical exam. However, this exclusive offer is only available for a limited window following your home purchase.

Next Steps:

To receive your personalized, no-obligation quote, please call our protection specialists at [Phone Number] or return the enclosed response card in the pre-paid envelope provided.

Protect what matters most. We look forward to helping you secure your home.

Sincerely,

[Your Name/Signature]
[Your Title]
[Your Company Name]