

Subject: Protecting Your Legacy: Specialized Solutions for [Agency Name] Founders

Dear [Founder Name],

As the founder of [Agency Name], you have spent years building a successful enterprise. While your focus is often on protecting your clients, it is equally important to ensure that you, your family, and the future of your agency are shielded from unforeseen risks.

I am writing to introduce [Your Name/Company Name], where we specialize in Founder Protection strategies tailored specifically for insurance agency owners. We understand the unique complexities of your industry, from valuation risks to succession continuity.

Our specialized services include:

- **Key Person Insurance:** Ensuring business continuity in the event of a primary leader's absence.
- **Buy-Sell Agreement Funding:** Providing the liquidity necessary for a seamless transition of ownership.
- **Executive Benefit Restoration:** Maximizing personal wealth protection outside of standard agency plans.
- **Legacy Planning:** Integrating your business valuation into a comprehensive estate strategy.

Our goal is to ensure that the agency you built remains a lasting asset, regardless of life's uncertainties. I would welcome the opportunity to discuss how we can strengthen your personal and professional security.

Are you available for a brief introductory call on [Date] at [Time]?

Best regards,

[Your Name]

[Your Title]

[Your Phone Number]

[Your Email Address]