

[Date]

[Customer Name]

[Address]

[City, State, Zip]

Dear [Customer Name],

As a valued member of the [Company Name] family, we know that [Pet's Name] is more than just a pet—they are a beloved member of your household. As your loyal companion enters their golden years, their health needs begin to change.

To ensure they receive the best possible care, we are reaching out to introduce our **Senior Pet Protection Plan**. Because you already trust us with your [Current Policy Type, e.g., Home/Auto] insurance, we want to help you prepare for the specialized medical attention senior pets often require.

Our Senior Pet Protection includes coverage for:

- Chronic conditions such as arthritis and diabetes.
- Diagnostic testing and senior bloodwork.
- Specialist visits and rehabilitative therapy.
- Prescription medications.

By adding this coverage now, you can focus on making memories with [Pet's Name] instead of worrying about unexpected veterinary bills. Plus, as an existing policyholder, you may be eligible for a **[Percentage]% multi-policy discount**.

Getting a quote is fast and simple. Visit our website at [Website URL] or call your dedicated agent at [Phone Number].

Thank you for letting us protect what matters most to you.

Sincerely,

[Agent Name]

[Company Name]

[Phone Number]

[Email Address]