

[Date]

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

Dear [Customer Name],

Subject: Enhancing Your Security with Our New Senior Fraud Protection Endorsement

At [Company Name], your financial security and peace of mind are our top priorities. We are writing to introduce a new optional coverage designed specifically to protect our senior policyholders from the growing threat of financial exploitation and identity scams.

Our new **Senior Fraud Protection Endorsement** provides specialized support and reimbursement for losses related to:

- Identity theft and unauthorized electronic fund transfers.
- Deceptive telemarketing and internet phishing scams.
- Costs associated with legal fees and credit restoration services.
- Access to a dedicated fraud resolution specialist.

Adding this endorsement to your existing policy is simple and affordable. For just [Price] per month, you can ensure that you have a professional team ready to assist you if your personal information is ever compromised.

To learn more or to add this protection to your account, please call your dedicated representative at [Phone Number] or return the enclosed interest form in the prepaid envelope provided.

Thank you for being a loyal customer and for allowing us to help protect what matters most.

Sincerely,

[Sender Name]
[Title]
[Company Name]