

[Date]

[Insured Name]

[Insured Address]

[City, State, Zip Code]

Subject: Valuing Our Long-Term Partnership

Dear [Insured Name],

As we approach your upcoming policy renewal, I wanted to take a moment to personally reach out and express our sincere appreciation for the relationship we have built with you over the past [Number] years.

In an industry that is often focused on transactions, we believe that the longevity of our partnership is a testament to the trust you have placed in our agency. Our history together allows us to better understand your unique needs and provide the consistent, personalized protection you deserve.

We remain committed to being your advocate and ensuring your assets are properly shielded as your life and business evolve. Your loyalty is the foundation of our success, and we look forward to serving as your insurance partner for many more years to come.

If you have any questions regarding your current coverage or if there have been any changes in your circumstances, please do not hesitate to contact me directly.

Thank you for your continued trust.

Sincerely,

[Agent Name]

[Agency Name]

[Phone Number]

[Email Address]