

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

We are writing to express our sincere gratitude for your continued loyalty to [Agency Name]. It is a privilege to serve your insurance needs and to have you as part of our client family.

Our business has grown primarily through the recommendations of satisfied clients like you. To show our appreciation, we are excited to introduce our new **Referral Appreciation Program**.

For every friend, family member, or colleague you refer to us who requests a quote, we will:

- [Reward Detail, e.g., Send you a \$25 Gift Card]
- [Optional: Enter your name into our Annual Grand Prize Drawing]
- [Optional: Make a donation to a local charity in your honor]

There is no limit to the number of rewards you can earn. Rest assured that we will provide your referrals with the same high level of professional service and competitive coverage that you have come to expect from us.

To refer someone, simply have them call us at [Phone Number] or visit our website at [Website URL]. Be sure to tell them to mention your name so we can send your reward!

Thank you again for your trust and support.

Best regards,

[Agent Name]

[Agency Name]

[Phone Number]

[Email Address]