

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Your Policy Renewal and Our New Referral Program

Dear [Client Name],

Thank you for choosing [Agency Name] for your insurance needs. We are writing to inform you that your policy [Policy Number] is set to renew on [Renewal Date].

We have reviewed your coverage to ensure it continues to meet your requirements. Your updated policy documents and premium details are enclosed for your review. No action is required if you wish to continue your coverage as scheduled.

Introducing Our Client Referral Program

As a valued client, we want to reward you for your trust. We are excited to introduce our new Agency Referral Program. If you are satisfied with our service, please tell your friends, family, or colleagues about us.

For every person you refer who requests a quote from our agency, we will provide you with [Insert Reward, e.g., a \$25 Gift Card / Discount]. There is no limit to how many rewards you can earn!

To refer someone, simply have them mention your name when they contact us, or you can provide their contact information directly to [Agent Name] at [Phone Number/Email].

Thank you for your continued business. If you have any questions regarding your renewal or our referral program, please do not hesitate to call us.

Sincerely,

[Agent Name]

[Agency Name]

[Phone Number]

[Website]