[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip Code]

Dear [Homeowner Name],

Congratulations on the purchase of your new home! We are thrilled to welcome you to the community and help you protect your investment.

Because you are a new homeowner, you have been selected for our **Exclusive New Homebuyer Coverage Plan**. This specialized program is designed to provide peace of mind during your first year of homeownership by covering essential systems and appliances that standard insurance may not include.

Your Coverage Benefits Include:

- 24/7 Emergency Service Hotline
- Protection for HVAC, Electrical, and Plumbing systems
- Coverage for major kitchen and laundry appliances
- Low-cost service call fees

To activate your coverage or to review your personalized policy details, please visit our website at [Website URL] or call our activation line at [Phone Number]. Please reference your unique Policy ID: **[Policy ID Number]**.

We are dedicated to ensuring your transition into your new home is as smooth and worry-free as possible. Welcome home!

Sincerely,

[Representative Name]
[Title]
[Company Name]