[Agent Name]
[Agency Name]
[Phone Number]
[Email Address]

[Date]

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

Subject: Protecting your new home at [Property Address]

Dear [Homeowner Name],

Congratulations on your recent home purchase! As you settle into your new neighborhood, I would like to introduce myself and [Agency Name]. We specialize in providing customized insurance solutions for homeowners in the [City/Area] area.

I have taken the liberty of reviewing the public records for your property and have prepared a preliminary insurance proposal designed specifically for the unique features of your home. My goal is to ensure you have the right coverage at the most competitive rate available.

We offer specialized protection for:

- Dwelling and structural integrity
- Personal property and high-value items
- Personal liability protection
- Optional coverage for water backup and identity theft

I would appreciate the opportunity to discuss your specific needs and provide you with a formal quote. I will follow up with a brief phone call next week, or you can reach me directly at [Phone Number].

Welcome to the community, and I look forward to the possibility of working with you.

Sincerely,

[Agent Signature]

[Agent Name]
[License Number]