[Date]

[Business Owner Name]
[Business Name]
[Address]
[City, State, Zip]

Dear [Owner Name],

As a business owner, you have worked hard to build the value of [Business Name]. However, have you considered what would happen to your company if you or a partner were suddenly unable to lead the business?

A well-structured Buy-Sell Agreement is essential for business continuity, but an agreement is only effective if it is properly funded. This is where Key Person Insurance and Buy-Sell Funding become critical components of your financial strategy.

By integrating these solutions, you can ensure:

- The immediate liquidity needed to purchase a departing partner's shares.
- Protection against financial loss caused by the death or disability of a key executive.
- A guaranteed fair market value for your family or heirs.
- Stability for employees, creditors, and customers during a transition.

I specialize in helping businesses protect their legacy by aligning their legal agreements with the right insurance products. I would like to offer you a brief consultation to review your current succession plan and identify any potential funding gaps.

I will follow up with your office next week to see if we can schedule a 15-minute introductory meeting. Alternatively, you can reach me directly at [Phone Number] or [Email Address].

Thank you for your time and for everything you do for our local business community.

Sincerely,

[Your Name]
[Your Title]
[Your Agency/Company Name]