

[Your Name/Company Name]  
[Address Line 1]  
[City, State, Zip Code]  
[Phone Number]  
[Email Address]

[Date]

[Pet Owner Name]  
[Pet Owner Address]  
[City, State, Zip Code]

Dear [Pet Owner Name],

Congratulations on becoming a new pet owner! Welcoming [Pet's Name] into your home is an exciting milestone, and we are thrilled to help you provide them with a healthy and happy life.

As a first-time pet owner, it is important to prepare for the unexpected. While we hope [Pet's Name] stays perfectly healthy, medical costs for accidents and illnesses can be significant. To ensure your new companion receives the best care without financial strain, we recommend our Essential Health Coverage plan.

Our Essential Health Coverage includes:

- Emergency vet visits and hospital stays
- Surgeries and diagnostic testing (X-rays, bloodwork)
- Prescription medication coverage
- Coverage for chronic conditions and hereditary issues

By securing coverage early, you avoid "pre-existing condition" exclusions and ensure that [Pet's Name] is protected from day one. Our goal is to give you peace of mind so you can focus on building a lifelong bond with your pet.

Please find the enclosed brochure for plan details and pricing. You can also visit our website at [Website URL] or call us at [Phone Number] to activate your policy or ask any questions.

Welcome to the wonderful world of pet parenthood!

Sincerely,

[Your Signature]  
[Your Printed Name]  
[Your Title]