[Date]

[Client Name]
[Client Address]
[City, State, Zip Code]

Subject: Happy Anniversary and a Special Request

Dear [Client Name],

I am writing to thank you for choosing to renew your [Policy Type] policy with [Company Name]. We are honored to have reached this anniversary with you and appreciate the continued trust you place in us to protect what matters most.

Our business has grown primarily through word-of-mouth from valued clients like you. As we celebrate your renewal, I would like to ask for a small favor. If you have been satisfied with our service, please consider referring us to a friend, family member, or colleague who could benefit from the same level of protection and personal attention.

You can simply share my contact information below, or if you prefer, you can reply to this letter with their name and email address, and I will reach out to them personally.

Thank you again for your loyalty. We look forward to serving you for many more years to come.

Best regards,

[Your Name]
[Your Title]
[Company Name]
[Phone Number]
[Email Address]