[Date]

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

Dear [Client Name],

Happy Anniversary! It has been [Number] year(s) since you first chose [Agency/Company Name] for your insurance needs. We are writing today to sincerely thank you for your continued trust and loyalty.

Our goal is to provide you with peace of mind and excellent service. We hope that we have met your expectations over the past year. If your life circumstances have changed-such as a new home, a new car, or a change in family status-please let us know so we can ensure your coverage remains up to date.

Much of our business comes from the kind words of satisfied clients like you. If you are happy with the service we provide, we would be honored if you would recommend us to your friends, family, or colleagues. Referrals are the highest compliment we can receive.

To show our appreciation, for every person you refer who requests a quote, we will [Optional: Insert Incentive, e.g., send you a $10 gift card / enter you into a prize drawing].

Thank you again for being a valued member of our agency family. We look forward to serving you for many more years to come.

Best regards,

[Your Name]
[Your Title]
[Agency Name]
[Phone Number]
[Email Address/Website]