

[Your Name]
[Your Job Title]
[Your Insurance Agency Name]
[Your Address]
[Your Phone Number]
[Your Email]

[Date]

[Dealership Manager Name]
[Dealership Name]
[Dealership Address]

Subject: Strategic Partnership Opportunity / Referral Program

Dear [Manager Name],

I am writing to you because [Your Insurance Agency Name] is looking to establish a formal referral partnership with a reputable local dealership. Given [Dealership Name]'s reputation for excellence, I believe a collaboration could provide significant value to both our businesses and your customers.

As you know, the car-buying process often hits a bottleneck when a customer needs to secure or update insurance before driving off the lot. Our agency specializes in rapid turnaround times and competitive rates, ensuring your clients are fully covered and ready to finalize their purchase without delay.

Benefits of this partnership include:

- **Streamlined Sales:** We provide immediate insurance quotes to help close your deals faster.
- **Referral Incentives:** We offer a [Dollar Amount/Percentage] referral fee for every lead that converts into a policy (where permitted by law).
- **Co-Marketing:** Opportunities for joint promotions and featured placement in our client newsletters.
- **Dedicated Support:** A direct line to our agents for your sales team.

I would appreciate the opportunity to discuss how we can work together to enhance the customer experience and increase our mutual revenue. Are you available for a brief 15-minute meeting next [Day of the Week] at [Time]?

Thank you for your time and consideration.

Sincerely,

[Your Signature]

[Your Printed Name]