[Your Name]
[Your Agency Name]
[Your Address]
[City, State, Zip Code]
[Your Phone Number]
[Your Email Address]

[Date]

[Recipient Name]
[Recipient Business Name]
[Recipient Address]
[City, State, Zip Code]

Dear [Recipient Name],

I am writing to you because I believe there is a significant opportunity for our two businesses to support one another through a professional cross-referral partnership.

As an agent at [Your Agency Name], I specialize in [Your Specialization, e.g., Personal Lines/Commercial Insurance]. Many of my clients frequently ask for recommendations for a trusted [Recipient's Profession, e.g., Realtor/Mortgage Broker/Accountant]. Given your reputation for excellence in [Recipient's Industry], I would value the opportunity to refer my clients to you when they are in need of your expertise.

In turn, I would appreciate being your preferred point of contact for your clients who require comprehensive insurance reviews or new coverage. My goal is to ensure that our mutual clients receive the highest level of service and protection possible.

I would love to invite you for a brief meeting or a cup of coffee to discuss how we can create a seamless referral process that benefits both our businesses and, most importantly, our clients.

I will follow up with a phone call next week to see if you are interested in connecting. Alternatively, please feel free to reach out to me at [Your Phone Number] or [Your Email Address].

I look forward to the possibility of working together.

Best regards,

[Your Signature]

[Your Printed Name]