

Dear

Life insurance is an important part of your clients' financial strategy, but if they're like most people, there's a good chance they haven't thought about their coverage lately. Maybe it's time for an insurance policy review. Why?

Change has a ripple effect that touches many aspects of your clients' lives, especially their finances. As you know, a variety of factors can affect their current financial strategy without their even realizing it. The list begins – but certainly doesn't end – with life events such as:

- Marriage
- Birth or adoption
- Purchase of a new home
- Receiving an inheritance
- Beginning a new job
- Increased/decreased debt load

Because change is constant, it's natural for your clients to forget about the impact it can have on their long-term financial strategy. That's why your clients' annual financial review should include a life insurance policy review. Sometimes such a review may reveal a need for change in coverage ... but it may also reveal opportunities for cost savings!

I'm writing to offer a complimentary life insurance policy review to you – or your clients.

Please call me today at _____ for more details.

Sincerely,