

Financial Professionals Should Place the Text of This Document on Their Own Company Letterhead

Date

Client Name

Address

City State Zip

Dear Client Name,

You may have heard the adage “everything changes but nothing changes”. While this adage applies sometimes, it doesn’t always.

One example of things changing applies to the life insurance industry. Over the last number of years, the biggest change has been as a result of dramatic improvements in average life expectancy. As a result of these improvements, life insurance companies have improved their pricing and many other provisions contained in their policies.

To determine if you can benefit from these changes, we have available to us a program called the “Life Insurance Management Program”. This program reviews your current life insurance to assure the provisions in your current policy are in keeping with your needs and to assure that you are getting the best value for your dollar.

So that you can benefit from this program, please call me at (insert number) to discuss. If I don’t hear from you in the next week, I will follow up with you.

Sincerely,

Financial Professional Name

FINANCIAL PROFESSIONALS: REMOVE INFORMATION BELOW BEFORE SENDING TO YOUR CLIENTS

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