

# “Business Insurance For Your Dental Practice You Can Take to the Bank.”

Dear <<FIRST>>,

I know it may seem a little odd to get a piece of mail like this at your office. But I needed to be sure I got your attention, and since what I have to say has to do with saving you a significant amount of money on your business insurance, I felt the bank bag was especially appropriate.

My name is <YOUR NAME> and I'm a Farmers Insurance Agent right here in <<YOUR CITY>> who specializes in the needs of local auto repair shop owners like yourself, and I want to meet for just 30 minutes for a **no Obligation, Free Review of your Coverage**. We call it our Farmers Friendly Review.

A Farmers Friendly Review is our way of helping you design an insurance program to meet your ever-changing insurance needs. The Farmers Friendly Review is your chance to meet with me personally to review your coverages. I can help you identify any potential overlaps or gaps in coverage and inform you of any **discounts or credits for which you may now qualify**.

Farmers specializes in serving the unique insurance needs of dental practices. We offer an integrated insurance program designed especially for dentists. All the insurance you need is contained in a comprehensive package that provides business coverage as well as professional liability coverage.

## What is Covered in The Dentist Insurance package

The Dentist's Advantage coverage protects you, hygienists you employ, assistants and office staff. Coverage protects you as a professional, and your corporation or partnership. Our insurance plans for dentists are designed to cover the wide-ranging insurance pitfalls that many dentists face; it helps provide financial protection for:

- **Valuable Papers and Records Coverage**
- Building and Contents Coverage
- **Workers' Compensation**
- Umbrella & Excess Practice Liability

Insert Image of you  
and/or your team.

<<NAME>>, has been saving  
dentist money, with superior  
coverage and service in the  
<<CITY>> Area for <<X>> years.

NEXT  
PLEASE  
→

- **Disability & Life**
- Home
- **Personal Automobile**
- Personal Umbrella & Excess Liability

**Affordable rates, monthly premiums to fit your budget,  
plus discounts based on your practice  
add up to an outstanding value.**

Insurance coverage for Dentists can help offset the legal costs of any covered issue. Being a local insurance agency operating in <<STATE>> for years we'd like to present you a comprehensive insurance policy that will help cover your dental practice against claims made for malpractice, theft, general liability, and provide protection for your building.

You have spent years getting to where you are today and we don't want you to be troubled about a law suit resulting in the loss income or assets.

**I'll be giving you a call in a few days** to confirm you've received my letter. If you'd like to call before you can reach me directly at XXX-XXX-XXXX

Sincerely,

<<NAME>>

P.S. On the next page are just a few comments we've received from our great clients around the area.

Encl: Dental brochure

**ABC Insurance**  
**Insert Logo's, contact**  
**information, etc.**

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Anytown, OH 12345