



It's St. Patrick's Day on March 17th and You're IN LUCK!



**S-T-R-E-T-C-H Your Dollar This March and Combine
Your Home and Auto Insurance and Save 37% Each Month!**

Dear <<FIRST>>,

The Luck of the Irish is obviously with you this month! This March we're kicking off our 1st Annual "Luck of the Irish" Sale and you can save up to 37% when you combine your auto insurance with your existing home insurance coverage.

How We Can Save You Up To 37% This Month Only

You currently have your home insurance with me here at <<Company>> and during the "Fun in the Sun" sale, we've been able to negotiate even LOWER car insurance rates with our underwriter's.

We work very closely with our underwriter's to give you the lowest rates on your insurance needs. I went to them and asked what they could do if my **best clients (that's you)** were to combine their car insurance with their home insurance. They came back and said, "*John, for your best clients (that's you again), we can save them big bucks, but they've got to do it this month to lock in those low rates for the next 12 months.*"

So What's the Next Step?

It all starts with me personally reviewing your current auto coverage and getting you a quote. **On average we save our clients 28% and up to 37% just by combining the coverage you're already paying for.** Plus, all your coverage is under one roof. Just one payment, one company, one contact (ME!); it doesn't get any easier than that.

I can manage the entire process over the phone, using e-mail, fax or regular mail. No trying to wedge an appointment into your already jammed schedule. You'll never have to leave the house! (Of course, if you want to come to the office, you're certainly welcome.)

Here's what to do ... there are 3 convenient ways for you to contact me...

1. Call me today at (111) 555-1234, or

**NEXT
PLEASE**
→

2. Fax me your current home policy "Declarations" pages at (111) 555-9876, or
3. Send me an e-mail to fakeemail@fakeemail.com

Plus, you'll get the service and commitments you've become accustomed to as one of our valued and preferred clients, including:

1. **ACCESSIBLE:** 24 Hour –7 Day Access to our Client Web Site allowing you to set up Online Billing, Report Claims, Make Payments, and much, much more!
2. **EXPERIENCED:** You have a Full Staff of Licensed Insurance Advisors at your service whenever you need us.
3. **PROACTIVE:** You'll be provided with an Annual Protection Reviews to discuss your coverage's and possible coverage gaps that may exist
4. **CONSUMER EDUCATION:** You'll receive our Monthly Client Newsletter with useful content full of Consumer Awareness News & Tips
5. **RESOURCEFUL:** You'll get access to our Exclusive Financial Specialist available to re-view your financial goals and to assist to help protect your assets
6. **EASY:** You can get a variety of policies: Auto, Home, Boat, Disability, Umbrella, Life Insurance, etc. - Which makes working with us easy, one-stop insurance shopping
7. **DILIGENT:** You're complete 100% "Over-the-Top Satisfaction" is our goal, and we'll do everything we can to be sure you're 100%happy with our service

Combining auto insurance with home insurance qualifies you for our BIGGEST discount. Applying this discount can save you up to an additional 37% on your insurance per year, but you need to do it by March 31, 2012. Every day you wait is another day you overpay for your insurance. So, call, fax or e-mail me today.

Sincerely,

John Owner

John Owner

P.S. Just one more thing. Not only can we provide you with up to a 37% savings in your home and car insurance ... not only are our rates among the lowest in the state ... not only are we nationally recognized for customer satisfaction ... but most of our clients have all their insurance with us because they love the convenience of having only one agent to call for all their concerns and questions.

P.P.S. Be sure to read just a few of the comments on the next page that I've received from clients just like you, when we combine their auto and home insurance for the biggest savings possible! (testimonials left out intentionally in this sample)