(Date)

Dear (Client’s name):

I would like to thank you for meeting with me and allowing me to assist you with putting a solution in place to meet your financial goals.

When we met, you indicated that you and your husband have just bought a house and are awaiting the birth of your first child. As the sole income earner in the family, you want an inexpensive way to either pay off your mortgage or provide funds to cover the mortgage payments in the event of your death. You indicated that you had a maximum of $150 to spend every month.

Based on the amount and amortization period of your mortgage, I recommended that you buy a $250,000 ten-year renewable term life insurance policy. The policy is called [name of policy] and is offered by [name of insurer].

A ten-year renewable term policy meets your immediate need for inexpensive mortgage insurance. Term insurance provides temporary coverage that expires at age 85. Premiums are guaranteed not to change for ten years. If you still require insurance protection after ten years, you can renew this policy at a higher premium, which will be guaranteed to remain level for another 10-year period. As your financial situation changes, you have the opportunity to convert your temporary coverage for permanent protection with no medical questions required.

Please let me know if any of the above information is incorrect, or if you have any questions about the policy or why I recommended it. I have set up a reminder to call you in March before your term policy renews to discuss whether renewal or exchange would be the most appropriate option for you.

I appreciate your confidence in me and look forward to working with you in the future to ensure that your financial plans continue to meet your changing needs. If I can be of assistance to you in any other way, please do not hesitate to contact me.

If you know someone who could also benefit from the kind of work I do, I would appreciate it if you would give them my contact information.

Please keep this letter with your policy contract as a reminder of the reasons why you purchased this policy.

John Smith,

Financial Firm Name Inc.

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