

[Prospect Name]
[Prospect Address]
[Prospect Address]
[City, State ZIP]

Dear [Prospect first name],

As you know, life is a constantly evolving situation. Circumstances change and so do our priorities. But have you ever stopped to question how changes in your life could directly impact your long-term financial picture?

If you have experienced any of the following life events recently, then it may be a good time to find out how they could affect your finances — including your life insurance coverage:

- Marriage or divorce
- Birth of a child or adoption
- Job or business change
- Purchased or sold a home
- Received an inheritance
- Retirement

To help you assess these potential changes in your life, I invite you to join me for a full, no-obligation life insurance policy review.

The life insurance industry is continually adding more efficient products that provide additional benefits to you and your family. By scheduling a quick policy review, we can take a look to see if your changes reveal new opportunities for coverage and cost savings.

If your personal or professional situation is evolving, or you would simply like to discuss the benefits of life insurance, please contact me today. I'd be happy to set up a policy review time that is convenient for you.

Sincerely,

[Agent Name]
[Company Name]
[Address]
[City, State Zip]
[Phone Number]
[Email Address / Website]