

Reason why letter sample – Insurance

Jane Smith, this summary is intended to highlight key information about your recent purchase. Based on our discussions you purchased the following product:

10-year renewable term life insurance policy

Insurer name: ABC Insurance Co.

Coverage amount: \$250,000.00

Summarized from our discussion, here are the key facts about your situation:

When we met, you indicated that you and your husband are both young and healthy; you're expecting your first child and just bought a house.

You said you're the sole income earner in the family and want an inexpensive option to pay off the mortgage if you die.

The following explains why you purchased the product (need addressed):

This policy meets your needs by covering your \$250,000 mortgage in the least expensive way. You could extend the coverage with a longer term but this is more expensive. A 10-year renewable policy means the insurer will continue the coverage for 10 years provided you pay the premium each year.

Below are the needs we discussed following up on in the future:

We also discussed critical illness insurance and you indicated it isn't an immediate priority and will think about it some more. We agreed about this time next year, we will discuss the critical illness issue.

If any of this information about you or your needs is not correct, please let me know right away. If you have any questions about your policy, don't hesitate to ask me now or at any time in the future. You should also keep this letter with your personal papers as a reminder of why you purchased the policy.

Advisor name: _____

Advisor signature: _____

Date: _____