# **Insurance recommendation fully implemented**

Hello <<CLIENT FIRST NAME>>,

<<PRODUCT INFO>>

Include basic information on the product you recommended such as insurance type and product name. Detailed information describing the product type is included in the client product brochure and is referenced elsewhere in this letter.

* Term
* Permanent life
* Universal life
* Participating whole life
* Critical illness
* Long term care
* Personal health

<<CLIENT’S CIRCUMSTANCES AND REASON FOR YOUR PRODUCT RECOMMENDATION>>

Include a paragraph about the client’s current situation, and their need for a particular insurance product.

<<DESCRIBE HOW THE PRODUCT WILL MEET CLIENT’S NEEDS>>

Include a paragraph to describe why your recommendation meets the client’s needs. We recommend that you include a copy of the client guide so there is no misunderstanding of the nature of the product. If you don’t, please remove the last sentence in this paragraph.

<<A note on Mutual Funds>>

If you are licensed to sell Mutual Funds, please include the following in the opening paragraph “This letter does not address any mutual fund solutions we may have discussed.”

Thank you for meeting with me to discuss your financial future. I’m writing this letter to you to explain why certain insurance products were recommended to you.

When we met, I recommended you buy a <<TYPE OF POLICY>> insurance policy, in the amount of <<FACE AMOUNT>>. The product is called <<PRODUCT NAME>> and is offered by <<NAME OF INSURER>>.

During our meeting, you told me that <<CLIENT’S CIRCUMSTANCES AND REASON FOR YOUR PRODUCT RECOMMENDATION e.g. *both you and your husband are young and healthy and are expecting your first child. You just bought a house. You are the sole income earner in the family and want an inexpensive option to pay off the mortgage if you die. Your outstanding mortgage is $250,000.00* >>.

This policy can meet your insurance needs by <<DESCRIBE HOW THE PRODUCT WILL MEET CLIENT’S NEEDS e.g *providing the coverage you want in the least expensive way. You could extend the coverage with a longer term, but this is more expensive. A ten year renewable policy means the insurer will continue the coverage for ten years provided you pay the premium each year* >>. Enclosed is a copy of the client product guide where you can read more details about this product.

If any of this information about you or your insurance needs isn’t correct, please let me know right away. Please keep this letter with your personal papers as a reminder of why you have the policy.

I appreciate your trust in me to help you find the right solutions for you. If you have any questions about the policy or why I’ve recommended it, please contact me at <<CONTACT PHONE NUMBER AND EMAIL>>. I’m happy to help.

Thank you,

<<ADVISOR NAME>>