

Reason why letter

Date: _____

Policy Holder: _____

Policy Number: _____

I am happy to be presenting you with your new insurance policy. Congratulations on taking action to protect your family and your financial well-being. Your new insurance contract comes with valuable benefits and guarantees. Most importantly, it gives you and those around you an extra layer of financial protection.

During our insurance needs conversation, we discovered that you have a specific insurable need. As a result, you made the decision to apply for this contract to help you protect those needs. The following is a summary that confirms our discussions and conclusions that were basis for the insurance offered.

Reason for insurance

The reason why you purchased insurance:

The amount we determined that you needed:

The amount you choose to purchase now:

Insurable shortfall if any:

Other insurance coverages, amounts, types and carriers discussed and why you decided on this policy/carrier.

Policy details

Type of policy:

- Term or Permanent: _____
- Renewal date: _____
- Expiry date if applicable: _____

Name(s) of beneficiary(ies): _____

Any additional benefits included: _____

Insurance cost or any additional cost(s) required due to a rating:

Your basic insurance costs are guaranteed for:

Future needs

Additional protection needs we discussed during our fact-finding meeting (critical illness protection, other coverages, etc):

Reason for our next meeting:

My commitment to you:

This policy can meet your insurance needs by providing you with the coverage you wanted that fits in your budget. Enclosed is a copy of the client product guide where you can read more details about this product that you have chosen.

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

I appreciate your trust in me to help you find the right solution for you. If you have any questions about the policy or why I've recommended it, please contact me at the number below. I will be happy to help.

Advisor name: _____

Phone #: _____

Signature: _____

Date: _____

Client Signature: _____

Date: _____