

YOUR NAME INSURANCE COMPANIES
ADDRESS
City State Zip
(888) 555-1212

«Name»
«Address»
«City», «State» «Zip»

Dear <<firstname>>

We have introduced a concept of mortgage protection that has had an overwhelming response from residents in your area. The program has three features:

1. PAYS OFF THE MORTGAGE IN THE EVENT OF YOUR DEATH
2. PAYS YOU BACK ALL PREMIUMS PLUS INTEREST IF YOU LIVE
3. SAVE THOUSANDS OF DOLLARS IN FINANCE CHARGES BY PAYING YOUR HOME OFF EARLY!

This protection has helped many homeowners save their homes from foreclosure. The low cost has made it one of the most discussed programs in the insurance world today.

For more information, simply fill out the bottom portion of this letter and return inside the pre-addressed and postage paid envelope.

Sincerely

Glenn C. Insurance
Agent

HOME PHONE:		WORK PHONE:			
CURRENT AGES	SMOKER		HEALTH STATUS		
HUSBAND	YES	NO	GOOD	FAIR	POOR
WIFE	YES	NO	GOOD	FAIR	POOR
MORTGAGE AMOUNT:		BEST TIME TO CALL:			

«Name» «Address» «City», «State» «Zip»