<<Company Logo Here>>

<<Name>>

<<Address>>

<<City, State Zip>>

Dear<<Name>>,

I hope all is well and you having a wonderful summer. I hope your life is getting back to a little bit of normal, I wanted to share with you some exciting services we are now offering to better serve our clients.

Since the Economic effects of the Pandemic, I have noticed a sharp increase in clients concerned about whether they will outlive their income in Retirement. Uncertainty surrounding the future direction of the markets, the threat of higher taxes, inflation, health care costs and longevity risks has many Americans searching for answers.

These concerns have led me to create a new division of our company called **“<<Your Company Name>>”** which focuses on safe secure ways to create and protect your retirementincome.

I have partnered with the number one income planner in the country and can now map out your entire retirement income on one easy to read page. Through the use of this proprietary software, we are able to clearly illustrate how each guaranteed source of income (Social Security, Pensions, etc.) will interact under varying life circumstances - such as layoff, loss of pension, or the death of a spouse which can cause losses in income in excess of $40,000 per year from just one of these scenarios. My clients that have walked through this process know when they can retire, when to take social security, what their income will be when they retire, what happens if they have a health event and respectfully what happens to their income if their spouse dies..

As a courtesy to our valued clients, I would like to extend my personal invitation for a private Retirement Planning consultation which will include your personalized **“Income for Life”** report. This offer is for a limited time only, so please contact me at <<Your Name>> or email me at <<Your Email>> so we can set up a time to talk.

Sincerely,

**<<Name>>**

<<Company Name>> | <<Address>> |<<City, State, Zip>> | <<Number>>