

Use this sample cover letter to call attention to the articles in your newsletter

This letter must be used with your compliance-approved letterhead or email signature.

[Date]

Dear [Name],

Here they come—the holidays! For many people, it's their favorite time of year. And unlike last year, we can travel freely to gather with people we love once again, which makes this season even more special.

However, the holidays do not come cheap, and this year it is somewhat more expensive, thanks to inflated prices. That is why it is important to bring to mind the importance of planning ahead so you do not bust your budget.

This issue of the newsletter has some great tips to help you do just that. Getting an early start gives you time to shop around, stretch your budget and reduce stress. Remember that the sting of overspending during the holidays hits home in January, when the bills roll in, and that is not how you want to start the new year.

Sincerely,

[Name and Company-approved title]

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Each insurer is solely responsible for its own financial condition and contractual obligations. Most insurance policies contain exclusions, limitations, reductions of benefits and terms for keeping them in force. I'll be glad to provide you with cost and complete details.

[NOTE: Add your company's compliance control or approval number when required.]

- This letter has been reviewed by FINRA and various compliance departments, but we suggest that you contact your compliance department to confirm approval prior to use.*

We appreciate your ideas and suggestions and would love to hear them.

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