

ABC INSURANCE COMPANY
123 Any Street, Knoxville, TN 37919
865-555-1234

«Owner_1»
«Owner_Address»
«Owner_City», «Owner_State» «Owner_Zip»

Dear «First_Name»:

The anniversary of your homeowners insurance will be coming up soon and I would like to extend a FREE quote on this policy. At ABC Insurance, we have had some changes which could possibly save you money on your policy premium.

Courthouse records show that you purchased your home with a loan date of «Last_Sale_Date» for \$«Last_Sale_Amount». Records also show that your home has «Total_Square_Footage» square feet, an improvement value of \$«Improvement_Value» and was built in «Year_Built».

If you would like to save money on your homeowner policy, please give my office a call. There are a few more questions on your home I will need to ask to make this quote more realistic.

Sincerely,

John Smith
Agent

GENERIC X-DATE LETTER