*Consumer letter- Mortgage Protection*

*Note: this is a letter that you can send to your clients and prospects. The red areas are a guide for you to personalize the letter.*

Date

(First Name) (Last Name)

(Street address)

(City), (State) (Zip Code)

Dear (First Name),

You’ve worked hard to purchase your home. Chances are that your home may represent one of the largest investments you will make in your lifetime.

But if you are faced with a loss of income, from a sudden death or illness and you can no longer pay your mortgage, your home can turn into a financial issue and your mortgage can become a serious concern.

American General Life offers an affordable solution to protect your income and your investment. QoL Flex Term life insurance offers living benefit options so that you may be able to continue paying your mortgage. And in the event of an unexpected death of a primary wage earner, QoL Flex Term can help ensure that your family can pay off their mortgage and keep their home.

I’ll call you soon to discuss how insurance protection for American General Life can help protect you investment and help ensure that you family has a plan to always have a home to come home to.

Sincerely,

 (Agent Name)