Sample Agency Letter to Insureds/Prospective Insureds

Who Choose Limits Lower than Recommended

< Items in RED should not be reprinted as part of your sample letter >

[AGENCY LETTERHEAD]

[Insert Date]

[Insert Insured’s name and address]

RE: [Insert type of policy]

Dear [Insert insured’s name]

It was a pleasure meeting with you recently, and thank you for choosing and allowing me, and our entire staff here at [Insert name of agency], to be of service regarding your insurance needs. In accordance with our discussions, and at your directive, we have requested coverages as discussed, and will provide you with your policy(ies) as soon as they are received in our office. Please be certain to read and review your policy(ies) carefully when it arrives, and to contact me if you have any questions.

In the course of our discussions, we quoted you various liability limits. The policy limits you have chosen are lower than the amounts generally recommended. While everyone’s circumstances are different, there are inherent risks associated with carrying policy limits which may be insufficient to protect you and your family’s assets (optional: some of which are highlighted on the enclosed flyer).

If at any point you wish to reconsider the limits you have chosen, feel free to contact me. In the meantime, we will assume that your selection applies to future renewals of your policy.

All of us here at [Insert name of agency] look forward to working for you, and hope that we continue to provide the kind of service you expect and deserve. Thank you for allowing me, and our entire staff, to be of service.

Sincerely,

[Insert name of Agent/Broker]

**\* This Sample Letter to Insureds has been prepared for IA&B member agencies to utilize in the drafting of their own letter to insureds. This document is not a legal opinion and should not be relied upon as such, and is intended to provide a general background regarding the topic or topics addressed, not to provide legal advice. Producers and agencies should consult with an attorney regarding specific situations and specific questions with respect to the topic or topics covered in this sample document. Neither the Insurance Agents and Brokers nor any of its employees shall be responsible for any errors or omissions regarding any statements made in this sample document.**