# **Different solution applied for, based on budget**

<<POLICY A TYPE>> and a <<POLICY B TYPE>>

Include basic information on the product you recommended such as insurance type and product name. Detailed information describing the product type is included in the client product brochure and is referenced elsewhere in this letter.

* Term
* Permanent life
* Universal life
* Participating whole life
* Critical illness
* Long term care
* Personal health

<<CLIENT’S CIRCUMSTANCES AND REASON FOR YOUR PRODUCT RECOMMENDATIONS>>

Include a paragraph about the client’s current situation, and their need for these particular products.

<<CLIENT’S CIRCUMSTANCES AND WHY THEY`VE DECIDED TO PARTIALLY PROCEED WITH THE RECOMMENDED SOLUTIONS >>

Include a paragraph to describe why the client has decided to implement only part of the recommended solutions.

<<A note on Mutual Funds>>

If you are licensed to sell Mutual Funds, please include the following in the opening paragraph “This letter does not address any mutual fund solutions we may have discussed.”

Hello <<CLIENT FIRST NAME>>,

Thank you for meeting with me to discuss your financial future. I’m writing this letter to you to explain why certain insurance products were recommended to you.

When we met, I recommended that you buy a <<POLICY A TYPE>>. The <<POLICY A TYPE>> is called <<PRODUCT NAME>> and is offered by <<NAME OF INSURER>>.

During our meeting, you told me that <<CLIENT’S CIRCUMSTANCES AND REASON FOR YOUR PRODUCT RECOMMENDATIONS e.g. *that your goals were to ensure you had coverage for your mortgage, income replacement and provide your children with an inheritance. Based on this we thought a permanent product would be the best solution.*

We discussed <<CLIENT’S CIRCUMSTANCES AND WHY THEY`VE DECIDED TO PROCEED WITH A DIFFERENT SOLUTION>> e.g. *When looking at your need versus your budget we determined that the solution to meet your needs today would be a <<POLICY TYPE B>> which is more affordable and will ensure you get the coverage you need today. We will look at converting to a permanent plan in the future.*

I’ll keep this on file to ensure we revisit <<POLICY NOT TAKEN>> to ensure your <<legacy>> needs are met in the future.

If any of this information about you or your insurance needs isn’t correct, please let me know right away.

Please keep this letter with your personal papers as a reminder of why you have the policy.

I appreciate your trust in me to help you find the right solutions for you. If you have any questions about these products or why I’ve recommended them, please contact me at <<CONTACT PHONE NUMBER AND EMAIL>>. I’m happy to help.

Thank you,

<<ADVISOR NAME>>