# **Partial recommendation - Insurance**

<<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>> and a <<POLICY B TYPE>>. The <<POLICY A TYPE>> is called <<PRODUCT NAME>> and is offered by <<NAME OF INSURER>>.

The <<POLICY B 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. *you are quite well off and are primarily concerned about building up an inheritance for your children in a tax efficient manner. You also indicated you are healthy but would like some additional financial security if you become sick and can't work*>>.

We discussed <<CLIENT’S CIRCUMSTANCES AND WHY THEY`VE DECIDED TO PARTIALLY PROCEED WITH THE RECOMMENDED SOLUTIONS e.g. *various ways you can use the universal life policy. For now, the most effective way of meeting your needs is for you to over fund the universal life policy, taking advantage of the tax-preferred growth. You also indicated that the critical illness insurance is not an immediate priority so you will think about it some more*>>.

I’ll arrange a convenient time for us to meet about the <<POLICY NOT TAKEN>>. Enclosed in a copy of the client product guide where you can read more details about <<PRODUCT APPLIED FOR>>.

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>>