



REASON WHY LETTER

1.0 What should a reason why letter include?

- Type of product purchased
- Type of insurance, insurer name and brand name
- Key facts, i.e. premiums, coverage, riders, etc.
- Any needs and gaps in coverage identified
- Plans to follow up on unmet needs

2.0 Sample Reason Why Letter:

<<DATE>>,

Hello <<CLIENT FIRST NAME>>,

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

When we met, I recommended you buy a <<TYPE OF POLICY>> insurance policy, in the amount of <<FACE AMOUNT>>. The product 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 RECOMMENDATION e.g., both you and your husband are young and healthy and are expecting your first child. You just bought a house. You are the sole income earner in the family and want an inexpensive option to pay off the mortgage if you die. Your outstanding mortgage is \$250,000.00 >>.

This policy can meet your insurance needs by <<DESCRIBE HOW THE PRODUCT WILL MEET CLIENT'S NEEDS e.g., providing the coverage you want in the least expensive way. You could extend the coverage with a longer term, but this is more expensive. A ten-year renewable policy means the insurer will continue the coverage for ten years provided you pay the premium each year >>. Enclosed is a copy of the client product guide where you can read more details about this product.

If any of this information about you or your insurance needs is not 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 the policy or why I have recommended it, please contact me at <<CONTACT PHONE NUMBER AND EMAIL>>. I am happy to help.

Thank you,

<<AGENT NAME>>

<<AGENT SIGNATURE>>

On the next page, please find a template that you can edit to create your own custom letter.

3.0 Reference Document

[Here is a Link](#) to the CLHIA reference document, which includes samples of Reason Why letters.



Insurance Sales Package

REASON WHY LETTER

Date

Hello _____,

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

When we met, I recommended you buy a _____ insurance policy, in the amount of _____.

The product is called _____ and is offered by _____.

During our meeting, you told me that

This policy can meet your insurance needs by

Enclosed is a copy of the client product guide where you can read more details about this product.

If any of this information about you or your insurance needs is not 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 the policy or why I have recommended it, please contact me at _____. I am happy to help.

Thank you,

Agent Name

Agent Signature