(Date)

Dear (Client’s name):

I would like to thank you for meeting with me and allowing me to assist you with putting a solution in place to meet your financial goals.

When we met, you indicated that you are financially secure and are looking for a   
tax-efficient way to build wealth you can access while creating an inheritance for your children. You indicated that you had a maximum of $600 to spend every month.

Based on our discussions, I recommended that you buy a $300,000 permanent whole life insurance policy with a $80,000 critical illness insurance rider. The life insurance policy is called [name of policy] and is offered by [name of insurer]. The critical illness insurance policy is called [name of policy] and is offered by [name of insurer].

We talked about how the life insurance policy provides tax-advantaged growth. By adding the excelerator deposit option (EDO) and making the maximum allowable additional deposits to the policy, you will be increasing the cash value you can access. The tax-free death benefit will provide your beneficiaries with an inheritance.

I suggested adding a critical illness insurance rider to your life insurance policy. Critical illness insurance would provide funds to help cover the premium so your financial plan is not derailed if you become sick and can’t work. You indicated that critical illness insurance is not an immediate priority and decided not to proceed with it at this time.

We agreed to use the entire $600 monthly premium to buy a $600,000 life insurance policy. Next year, we will meet to discuss adding a critical illness insurance rider. I have set up a reminder to call you in March to schedule our next meeting.

Please let me know if any of the above information is incorrect, or if you have any questions about the policy or why I recommended it.

I appreciate your confidence in me and look forward to working with you in the future to ensure that your financial plans continue to meet your changing needs. If I can be of assistance to you in any other way, please do not hesitate to contact me.

If you know someone who could also benefit from the kind of work I do, I would appreciate it if you would give them my contact information.

Please keep this letter with your policy contract as a reminder of the reasons why you purchased this policy.

John Smith,

Financial Firm Name Inc.

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