[Your logo]

[Date]

[First Name] [Last Name]  
[Address]  
[City, State Zip]

Dear [First Name] [Last Name]

**Protect the roof over your loved ones**

Like many people, your home is probably your most valuable asset. You worked hard to buy it. You work hard to maintain it. And you make it a priority to keep it.

If something happened to you unexpectedly, would your family have enough income to pay the mortgage, and cover bills and credit card debt?

Life insurance through Transamerica can help give families the security — and benefits — they need to cover many of life’s unexpected expenses. The policy’s death benefit can help cover outstanding debt and help loved ones keep their home *and* maintain their quality of life — now and in the future.

If you’d like to learn more about how to protect the roof over your family’s head, call me today at [**xxx-xxx-xxxx**] for a complimentary review. I am confident I can help you put together a strategy that meets your budget and can help cover your needs.

I look forward to hearing from you.

Sincerely,

[Agent Name, business title]

[Office]

[Address]

[Phone number]