



Shareholder Direct Mail

“Thank you, clients!” email copy for Brokers to send to clients

#NationalBrokerDay is June 3rd. It's time we celebrate Canada's insurance brokers and, as part of it, take a moment to thank clients as well. We've provided sample copy for you to use in a client email, below:

Dear (Client)

June 3rd is #NationalBrokerDay, a time to celebrate the trusted role that insurance brokers play for Canadians like you. But we would also like to take this opportunity to thank you - because it goes without saying that clients like you are the backbone of our business. We appreciate the trust that you place in us for expert, unbiased insurance advice. And I look forward to providing you the very best choice and support in coverage today, and tomorrow.

Sincerely

(Broker name)