

LETTER TO QUALIFYING CLIENTS – USL VERSION

This letter has been approved for use as written. No changes may be made without further approval from the company.

<Date>

<Policy Owner's Name>

<Address>

<City, State, ZIP>

Dear <Name>:

Do you need to increase your life insurance coverage?

Now may be the time to act because The United States Life Insurance Company in the City of New York is offering the opportunity to increase the life insurance coverage you already have with the company – with no exams, no labs and minimal paperwork*.

If events in your life have changed since you purchased your policy and you find yourself in need of additional insurance coverage, I strongly encourage you to look into this opportunity.

Let's plan to sit down for a brief policy review to see if your policy still covers your changing needs. If we determine that additional insurance is recommended, you may be able to add **up to** double your coverage in a hassle-free way.

This opportunity is available for a limited time only. I will contact you shortly to schedule a policy review. Or feel free to call my office to schedule an appointment.

As always, I appreciate the confidence you've placed in me by allowing me to assist with your insurance planning. I look forward to seeing you soon.

Sincerely,

<Agent's Name>

<Agent's Phone Number>

*This is not a guaranteed issue program. Underwriting requirements may be requested if needed, based on underwriter discretion.

Policies issued by The United States Life Insurance Company in the City of New York
70 Pine Street, New York, NY 10270