

Dear Colleague:

As a fellow insurance agent, I am reaching out to you to propose a mutually beneficial strategy for generating referrals. I specialize in Medicare products, and on a regular basis I am asked questions about Property & Casualty Insurance. Because your primary business is Property & Casualty, I would very much appreciate being able to refer you to my Medicare clients as a trusted local expert.

Just as many of my clients are looking for a P&C Insurance Agent, I believe many of your clients have questions about Medicare, and are looking for a resource. Let me be that resource!

Together, we can protect one another's specialties, give our clients the best service and grow our business. Please call me at xxx-xxxx and we can further discuss this opportunity. I look forward to hearing from you soon! Thank you for your time.

Regards,

Name