

Agent A. Agentlongname
Address line one
Address line two if applicable
Anytown, ST 12345
BUS: (123) 456-7890 FAX: (123) 012-3456
Lic.# 1234567



Sample A. Sample
1234 Anystreet
Anytown, US 98765-4321
XXXXXXXXXXXXXXXXXXXX

Dear Sample,

GUESS WHICH WAY OUR AUTO RATES ARE HEADED?

As your State Farm® agent, I'm here to help. So I want to share some great news. You know the personal attention, 24/7 support and prompt claims service you've come to expect as a customer? Now you can get all that with your auto insurance, too – and at a lower cost. **OUR RATES HAVE GONE DOWN IN YOUR AREA**, which makes now a great time for you to purchase a State Farm Auto Policy. You could even save up to another 17%* if you carry a homeowners policy with us. Plus, **LIFE'S SIMPLER WITH JUST ONE INSURER**. You can count on personal service and support any time, and you get to choose how you prefer to interact with us – in person, on the phone, online, or via our Pocket Agent mobile app. We also offer flexible billing options that let you pick how and when to pay, and prompt claims service from one of America's largest claims networks. **ADDING A POLICY IS QUICK AND EASY**. Helping customers like you is my favorite part of the job. So I'm excited to help you choose the coverage that best fits your needs. Don't miss this opportunity to get State Farm Auto Insurance at a reduced rate. Just call me at **(XXX) XXX-XXXX**, email me, or stop by my office to get started.

Sincerely,



Agent A. Agent

Agent A. Agent
Agent@Agentredirectaddress.com

*Discount names, percentages, availability, and eligibility may vary by state.

Learn more at statefarm.com®

State Farm Mutual Automobile Insurance Company
State Farm Indemnity Company
Bloomington, IL

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Anytown, US 98765-4321
XXXXXXXXXXXXXXXXXXXX

Dear Sample,

Our homeowners rates have shrunk.

As a State Farm® agent, I'm here to help. So I wanted to share some great news — State Farm homeowners rates have just been lowered in your area. Since you quoted homeowners coverage with us before, that means now is the perfect time for a new quote. Plus, we offer discounts when you combine your homeowners and auto coverage.

Not just lower rates. Higher expectations. Your home means a lot to you. So why not protect it with coverage from State Farm — the No. 1 provider of homeowners insurance?* You'll enjoy individual attention and outstanding service that includes:

- 24/7/365 access to your account and knowledgeable representatives
- Support available in person, on the phone, online, or via auyr Pocket Agent® mobile app
- Flexible billing options that let you pick how and when to pay
- Prompt claims service from one of America's largest claims networks

Don't forget personal attention from you own State Farm agent.

Helping customers is my favorite part of the job. So I'm excited to help you choose the homeowners coverage that best fits your individual needs. In fact, why not call me for a new quote right now at (XXX) XXX-XXXX? You can also email me or simply stop by. I look forward to hearing from you.

Your chance to save just got bigger.

Sincerely,



Agent A. Agent

Agent A. Agent
Agent@Agentredirectaddress.com

*2014 US Homeowners Market Share Report via SNL Financial.

Discount names, percentages, availability, and eligibility may vary by state.

Learn more at statefarm.com®

State Farm Fire and Casualty Company
State Farm General Insurance Company
Bloomington, IL