

[✉ Email] Introducing Prospr to current clients: Email to send to your clients with a live deal, to introduce them to Prospr.

Subject line: Would you be open to talking to an insurance provider about your options?

Hi [Your Client's Name],

As part of our process in working together, we should discuss your insurance options. I often refer my clients to Prospr by Sun Life – they offer excellent coverage at an affordable rate.

Prospr by Sun Life offers life and critical illness insurance among other solutions, online tools and free advice. This is somewhat different than your typical mortgage insurance, so even if you have other mortgage or house insurance, I'd suggest thinking about life insurance as well. It's a great way to help protect loved ones if anything were to happen to you.

Why I like Prospr (and refer clients)

- I've had several clients come back happy with its affordability
- The experience is personalized and a Prospr advisor will work through your needs with you. They can suggest flexible options to help protect you and your loved ones, including coverage to help you manage the financial impact should you be diagnosed with a covered illness.
- Your coverage stays the same even if you pay off your mortgage or change lenders and you get to choose which of your loved ones gets the benefit if anything were to happen to you.

Could I send your details through, and Prospr will contact you directly? I recommend having the conversation - learn your options, understand what's covered and what the cost would be.

I'll need to refer you, to have this conversation with them. So, just hit reply with a yes or no. If it's a yes, I'll put the referral through.

Once I do that, you'll receive an automated email. This email will contain a booking link you can book in directly at a time that suits you. Or, you can wait for them to call you (they'll call from a 1-888 number).

Speak soon.

[Your Signature]