

[Date]

[Recipient Name]
[Recipient Company]
[Recipient Address]
[City, State, Zip]

Dear [Recipient Name],

At [Your Agency Name], we value the professional relationships we have built within the business community. We are reaching out to introduce our new Commercial Referral Program, designed to reward partners like you for connecting us with businesses in need of comprehensive insurance solutions.

Our agency specializes in customized commercial coverage, including:

- General Liability and Property
- Workers' Compensation
- Professional Liability (E&O)
- Commercial Auto and Fleet
- Cyber Liability

Our Referral Incentive:

For every qualified commercial lead you refer that results in a formal insurance quote, we will provide you with [Dollar Amount/Gift Card]. Furthermore, if the referral becomes a policyholder, you will receive an additional [Bonus Amount/Percentage].

To refer a business, simply reply to this email or have your contact reach out to [Contact Name] at [Phone Number] and mention your name.

We look forward to protecting your professional network while rewarding your partnership.

Sincerely,

[Your Name]
[Your Title]
[Your Agency Name]
[Your Phone Number]
[Your Website]