**Appraisal Announcement Email**

Subject Line

Life changes. Shouldn’t your life insurance change with it?

Body

[Recipient],

The life you lived when you first purchased your life insurance policy might not be the life you’re living now. Your needs, circumstances, and goals may have evolved as the years went on—the question is, has your life insurance evolved with them? If not, you could find yourself paying premiums on a policy that isn’t even suited to you. That’s where we come in.

We’re excited to announce our new life insurance appraisal service. Our team can provide you with a complimentary appraisal of your life insurance policy, determining its value while pinpointing its strengths and weaknesses and offering alternative options as needed to address any issues that may pop up. Reach out today to get your life insurance appraised at no cost.

Email:

Phone: