

## NEW RELATIONSHIP LETTER

*(For use after a meeting with a new relationship – no customization needed)*

Producer Name  
Producer Company  
Street Address  
City, State  
Zip Code

Date

Dear Producer:

I want to thank you for taking the time to meet with me today to learn more about the Penn Mutual Florida Regional Office and I look forward to working with you in the future.

I hope you'll see how our team is different than other life insurance companies. We're here to provide you with "360 degree" support from sales concepts and a competitive portfolio of products to exceptional service.

The Florida Regional Office is dedicated to providing you with the tools necessary to build your business and increase your sales. Some of the solutions we provide are:

- **Live Support:** We know your time is valuable so don't waste it on hold while waiting for support or going through an automated system. Our staff is available every business day to answer your questions and concerns. You will always speak to a live person – never a computer!
- **Educational Seminars & Monthly Webinars:** Keep up-to-date on the latest industry trends and hot topics by attending our educational seminars and monthly Webinars.
- **Competitive Insurance & Annuity Products:** We have a vast portfolio of insurance and annuity products to fit your clients' needs and we're more than happy to provide you with case design and implementation as well as expert guidance on tax and technical issues.
- **Much, Much More!** We also provide personalized illustrations, sales kits and marketing materials and support for presentations. Our team is here to help you!

Our **Producer Value Commitment** drives everything we do on behalf of our producers and as a result of that commitment, you'll receive unprecedented responsiveness from both our regional office staff as well as home office associates.

I look forward to working with you in the future and I will be following up in a few weeks to see how our team can exceed your expectations.

Sincerely,

Edick Lucas  
Regional Director  
Penn Mutual Florida Regional Office