**Prospect Awareness Cover Letter - FINAL**

Date

<Client>

<Address>

<Address>

Dear <client>,

At \_\_\_\_*(your financial firm)* \_\_\_\_\_, we take our responsibilities to our clients very seriously. **In addition to providing investment direction and advice, we also offer information and reports that can help keep our clients continuously informed on issues that affect them.**

To address critical areas for our clients, we often offer reports and newsletters. Included with this letter is one of the recent mailings we sent to our clients that keep them informed on any important issues that may affect them.

I am not sure that your current investment professional is addressing all your financial needs for you. We find that most financial professionals do not leave off critical areas on purpose but rather they make mistakes or don’t address critical areas because they are not familiar with this information. If this is information that you have already received elsewhere, that is great! If it isn’t, and you would like us to evaluate your total investment picture, we would like to offer you the ability to **come in for a NO OBLIGATION financial check-up. To schedule this session, please call us at (xxx) xxx-xxxx.**

**We have been sending you mailings and information from our office for quite some time.** We would like to help you. We visit with our clients the same way they do with their doctor to get a check-up to make sure everything is in good order. We would like to schedule a **complimentary “Financial Check-up”** with you to review your overall finances to determine if we can assist you further.

**We are interested in working with you, however, if we do not hear from you, this will be the last mailing we will send to you. You can reach our office at (xxx) xxx-xxxx.**

Yours truly,

*Address*

*Broker/dealer*