

# Prospect Packet Cover Letter Templates

Insert the text below onto your compliance-approved stationery.

## Sample 1

Dear **[Insert Prospect's Name]**,

At **[Insert Firm Name]**, we are committed to helping our clients plan for their financial security.

We exist to **[Insert Firm Mission Statement]**.

**[Insert Your Story or Firm Highlights]**

**[Story example: Today, we currently employ three investment professionals and a support staff of four. The company provides financial and investment planning services for individuals and retirement accounts with investible assets totaling in excess of \$150,000,000.]**

Enclosed are a few informational pieces about our firm. We look forward to getting to know you.

Sincerely,

**[Insert Advisor Name]**

## Sample 2

Dear **[Insert Prospect's Name]**

Many firms provide investment management services. Yet few successfully integrate them into a comprehensive wealth management offering. **[Insert Firm Name]** provides financial, investment, and estate planning solutions that work together to support your unique needs and objectives.

Our core strength is our wealth management professionals, who have over **[Insert Number of Years]** years of industry experience and are committed to superior client service. These specialists understand how to create innovative wealth management solutions. Personal service will define all aspects of your relationship with **[Insert Firm Name]**. By bringing together specialists to support your goals, we deliver exceptional care and attention. By listening before acting, we provide advice that anticipates and responds to your unique requirements.

We manage over **[Insert Assets Managed]** for select families and **[insert any unique groups, such as business, retirement plans etc.]** and offer access to a full complement of asset classes and investment alternatives. Our service offerings, while diverse, are driven by a single priority: the integrated wealth management needs of our clients.

Enclosed, you will find information about our company. To make our first meeting as impactful as possible, please bring copies of all the documents on the attached list.

Sincerely,

**[Insert Advisor Name]**

## Sample 3

Dear **[Insert Prospect's Name]**,

Thank you for your interest in **[Insert Firm Name]**. Inside this folder, you will find what sets us apart from other investment firms.

Please make sure to bring copies of the document on the attached list so that we can make our meeting as beneficial to you as possible.

Thanks again for considering **[Insert Firm Name]**.

Sincerely,

**[Insert Advisor Name]**



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