

Auto cross-sell

3 months after effective date

Subject: Bundling insurance saves money (and time).

Hi, [Name],

You can save a lot of money by bundling auto insurance with your current home policy.

Plus, it means you don't have to juggle multiple carriers—all your insurance is in one place.

Please call me at (555) 555-5555 or reply to this email so we can talk about your different coverage options and potential savings.

Looking forward to catching up,

[signature]



Auto cross-sell

35 days prior to renewal

Subject: Let's talk about your coverage

Hi, [Name],

Have we talked about bundling auto insurance with your current home policy?

Give me a call at (555) 555-5555 or reply to this email so we can talk about your different coverage options and potential savings.

Looking forward to catching up,

[signature]



Home cross-sell

3 months after effective date

Subject: Bundling insurance saves money (and time).

Hi, [Name],

You can save a lot of money by bundling home insurance with your current auto policy.

Plus, it means you don't have to juggle multiple carriers—all your insurance is in one place.

Please call me at (555) 555-5555 or reply to this email so we can talk about your different coverage options and potential savings.

Looking forward to catching up,

[signature]



Home cross-sell

35 days prior to renewal

Subject: Let's talk about your coverage

Hi, [Name],

Have we talked about bundling home insurance with your current auto policy?

Give me a call at (555) 555-5555 or reply to this email so we can talk about your different coverage options and potential savings.

Looking forward to catching up,

[signature]



Umbrella cross-sell

Subject: What your home and auto policies may not cover

Hi, [Name],

You might save some money bundling umbrella insurance with your existing policies. Umbrella helps cover things that your home and auto policies won't.

Here's a [page](#) with more info on what's covered and what's not.

Call me at (555) 555-5555 or reply to this email and I can help get you taken care of.

Talk soon,

[signature]



Life cross-sell

Subject: [Name], let's talk about life insurance

Hi, [Name],

Hope you are doing well.

As part of my responsibility as your insurance adviser, I would like to offer you're a life insurance quote. The process is super simple, just reply to this email and I will send you a follow-up.

Take care,

[signature]



Before you go!

Interested in automating your cross-selling campaigns? Let us show you how one-on-one!

rocketreferrals.com/demo