

The Cincinnati Life Insurance Company

## ACCELERATED BENEFIT RIDER (ABR)

Sample Marketing Letter

[DATE]

Re: Policy Enhancement

Dear valued customer:

Thank you for allowing [AGENCY NAME] to serve your insurance needs. Your policy, provided through The Cincinnati Life Insurance Company, now includes an enhancement to the Accelerated Benefits Rider for no additional premium charge.

**The Accelerated Benefit Rider (ABR)** provides you access to a portion of your death benefit while you are living if you:

- are diagnosed with a terminal illness, which will result in death in less than 24 months; or
- have been confined continuously for 90 days in a nursing home and are reasonably expected to remain there for the duration of your life.

This benefit enhancement and your existing life insurance policy are important pieces to your financial well-being.

As part of our ongoing commitment to provide you the highest quality products and services, we offer you the opportunity to speak with one of our knowledgeable representatives to review your life insurance needs.

Please contact us to schedule your life insurance review by calling [AGENCY PHONE] or send an email to [AGENCY EMAIL].

Sincerely,

<Agent>

This is not a policy. For a complete statement of the coverages and exclusions, please see the policy contract. All applicants are subject to eligibility requirements. Products available in most states.

**NOTE TO AGENT:**  
Please customize your letter by placing text in the body of the letter on your agency letterhead. Include only coverages available in your state.



Everything Insurance Should Be®

