

TEXTATHON — LIFE INSURANCE TEXT TEMPLATES**MASS TEXT**

This is your State Farm office reaching out to schedule your LIFE INSURANCE review. When reviewing your account, we noticed you were one of the few customers that DO NOT have LIFE INSURANCE with our office. Reply YES to receive a link to schedule an appointment to discuss. We look forward to protecting your family. We can even complete the application electronically. -Emaly Riojas State Farm Agency

LIFE INSURANCE REVIEW (EXISTING POLICIES)

This is your State Farm office reaching out to schedule your LIFE INSURANCE review. You have several options available on your EXISTING LIFE INSURANCE plan — converting, increasing coverage, and more. Reply YES to schedule. -Emaly Riojas State Farm Agency

HOMEOWNERS LIFE INSURANCE TEXT

This is your State Farm office. We noticed you DO NOT have LIFE INSURANCE. We have a quote ready to cover your mortgage balance. Reply YES to schedule. -Emaly Riojas State Farm Agency

MULTI-LINE LIFE INSURANCE TEXT

This is your State Farm office. Adding LIFE INSURANCE gives you a discount on auto. Reply YES to schedule an appointment. -Emaly Riojas State Farm Agency

FINAL EXPENSE TEXT

This is your State Farm office. We have a FINAL EXPENSE Policy that many customers 50+ use to secure burial expenses. Reply YES to schedule. -Emaly Riojas State Farm Agency

WHEN CUSTOMER REPLIES YES:

GREAT! We are EXCITED to sit down with you! Pick a day and time for next week. Your family matters to us! ~ Emaly Riojas State Farm Agency

RESPONDING WITH A QUOTE:

WOW! Your LIFE INSURANCE quote is \$_____ for \$_____.! Reply YES to schedule a phone call to start your application. - Emaly Riojas State Farm Agency

QUOTE FOR HOMEOWNERS MORTGAGE PROTECTION LIFE:

This is your State Farm office. We noticed you do NOT have LIFE INSURANCE that PAYS OFF YOUR MORTGAGE if something were to happen. Reply YES to schedule. -Emaly Riojas State Farm Agency

AUTO-BILLED LIFE PLAY**RENEWAL SCRIPT:**

Hi _____, this is _____ at your State Farm office. How are you today? The renewal is coming up on your Auto insurance and Emaly asked me to give you a call because she found a few ways to improve the policy and decrease the premium. Do you have a few minutes?

First — you are not getting our mileage discount. How many miles are you putting on the _____? (ask all cars). Based on that mileage we can save you an additional \$____/year. I'll get that added now.

Also — I noticed I can get a benefit where if something happens to you, State Farm will pay all funeral expenses and leave money for your family — AND you will see a decrease on your Auto. Savings ≈ \$____/year. So who will your beneficiary be if anything were to happen to you?

QUALIFYING QUESTIONS:

- What is your occupation? Who is your employer?
- What State were you born in?
- What is your height & weight?
- Do you use Tobacco?
- Any major medical issues in the last 3 years?
- Confirm SSN and DL # (if not in ABS)

OBJECTIONS:

- **I already have Life insurance** – Great — this gives you an even larger benefit AND saves you money. Who is your beneficiary?
- **No thanks, I'm good** – I'm calling to decrease your premium so there's no reason not to do this. Who is your beneficiary?

ISSUED POLICY:

Hi _____, it's _____ from State Farm. How are you today? I'm calling with great news! The benefits we requested for you have been APPROVED. I'll be getting the policy sent out to you. Underwriting approved you up to \$750,000 of coverage! I currently have you approved for \$100,000 (or \$125,000) — but before I send this out I wanted to see if you'd like any more coverage. What are your thoughts?