

**"There's one thing I absolutely hate about doing business in the woodworking industry: insurance."**

Prospect  
Title  
Company  
Address  
C S Z

Dear Mr. Prospect,

Sound familiar? I can't tell you how many times I've heard sentiments like that from people in the wood industry. See, I'm in the business myself, but on the insurance side of things. So I know how buying insurance makes your skin crawl, especially with the outrageous increases and cancellations ambushing our industry today.

Too bad it's a necessary evil. You can't see it. You can't touch it. But you can't do business without it. That being said let me tell you a little about what I do. I'm in the business of making this necessary evil as easy, as hassle-free and as reasonably priced for you as possible.

I know...I know...everyone promises "the lowest prices," "the best service," and "industry knowledge." But Woodpro is different. Woodpro really delivers on those promises. See, my company specializes in risk management for the wood industry. And being specialists, we've developed exclusive discounted pricing relationships with A-rated insurance companies.

These exclusive relationships mean I can get you quotes on your insurance that you can't get from anyone else. Your current broker can't quote from these companies. Nor can any other agent or broker out there. You can only get these discounted quotes from Woodpro.

So even if you just renewed your policies, take two minutes right now and fill out the enclosed fax reply form. Then fax it over to me. I'll get in touch before your current policy expires and let you know how much I can save you.

Listen...even if you've been doing business with your current agent or broker for the last ten years...even if they're like part of your family...you owe it to yourself to see how much Woodpro could save you. So while it's on your mind, go ahead and fax the sheet over to me. You have nothing to lose. And potentially thousands in premiums to save.

Best regards,

Richard Langton  
Division Manager

P.S. Is your policy expiring soon? Getting ready to cut an outrageous check to cover your next period? Before you do, fax the sheet back now and I'll make sure you get a quote right away.