

June 21, 1993

07:21 PM
FROM: Brian Scott

Dear Friend,

As you can see, I've stuck a penny to the top of this letter. Why have I done this? Actually there are two reasons:

1. I've got something very important to tell you and I wanted to make sure that this letter got your attention.
2. And second, since what I'm going to tell you about in this letter could save you a lot of money, I thought that using a penny as little money "eye-catcher" would work out good.

Here's what it's about: **If you are a non-drinker, then you can save money on your home and car insurance.** In a nut-shell -- that's all I wanted to say.

You see, there's a good chance that you can get the same coverage you have now, but save a lot of money with Preferred Risk Insurance just because you're a non-drinker.

How can Preferred Risk Insurance save you money? Well, there's basically two reasons:

- 1) **We only insure non-drinkers.... no one else.** That lowers our risks... which means we can usually pass that savings on to you. Non-drinkers are safer drivers, and that means your insurance costs less.
- 2) You can get your insurance direct from me -- by phone, mail, or in-person... that cuts out a lot of advertising costs.

And since my office is right here in Sandy, that means you get personal attention from me --

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something that you don't get too often from an insurance company or their agents!

If you're a non-drinker, there's a good chance we can save you money.

So first, you'll need to see if you really can get a better buy on your insurance from Preferred Risk.

And that's easy.

All you need to do is fill out the enclosed "Non-Drinkers Safe Driver RateSaver" form, put it in the enclosed envelope and drop it in the mail to me today -- or call me at **355-5548**.

There's no obligation now or ever to get your FREE quote.

It takes only a minute, and it could save you hundreds of dollars every year.

**Don't you think you owe it to yourself
to check it out further?**

To start saving money on your insurance, just send in the "Non-Drinkers Safe Driver RateSaver" form, or call me to get your FREE, no-obligation quote.

Why pay more when you may be eligible for the price break you deserve as a non-drinker?

Yours For Money-Saving, Non-Drinkers Insurance,

Brian Scott
Your Sandy Representative

P.S. Remember, because of your non-drinking life-style you may be able to get a better buy on your auto insurance from Preferred Risk. It costs you nothing to find out... simply fill out the enclosed "Non-Drinking Driver RateSaver" form and mail it to me -- or call me at 355-5548 anytime, 24 hours.