

# Nick Berry

Here are the 6 cross-selling email templates you can deploy today in your agency.

## Scenario 1: Homeowners + Flood Insurance Email Template

Subject: Don't let your dream home become a sinking ship - flood insurance to the rescue!

Hi [Customer's Name],

Congrats on your new riverside home! It's a beautiful spot, but we'd be remiss if we didn't mention the potential for floods in the area. Your current homeowners' insurance policy covers many things, but alas, flood damage isn't one of them.

Fear not! Our flood insurance policy is like the superhero of the insurance world, swooping in to protect your home and finances from the watery chaos of floods. It's the perfect sidekick for your homeowners' policy.

Ready to learn more? Let's chat and make sure your dream home stays afloat.

Best,  
[Your Name]

## Scenario 2: Business Owner + Property + Earthquake Insurance Email Template

Subject: Shake, rattle, and roll - protect your business with earthquake insurance!

Hi [Customer's Name],

Your retail store is thriving, and we love to see it. However, Mother Nature can be unpredictable, especially in our earthquake-prone region. While your property insurance is fantastic, it doesn't cover the dance floor moves of an earthquake.

Enter our earthquake insurance – think of it as a safety net for your business when things get a little too shaky. Let's discuss how we can help protect your business from the financial aftershocks of an earthquake.

Stay safe and quake-proof,  
[Your Name]

### Scenario 3: Homeowners + Classic Car Insurance Email Template

Subject: Your classic car collection deserves the VIP treatment - let's insure it right!

Hi [Customer's Name],

Your garage is a classic car enthusiast's dream, but your standard auto insurance policy might not give those beautiful machines the protection they deserve. It's like putting regular gas in a high-performance engine – it just doesn't cut it.

Our classic car insurance is tailor-made for your prized collection, offering coverage that understands the unique value and risks of these automotive gems. Let's chat about how we can give your classic cars the red carpet treatment they deserve.

Happy motoring,  
[Your Name]

### Scenario 4: Business Owner + Drone Insurance Email Template

Subject: Keep your drone photography flying high with specialized drone insurance!

Hi [Customer's Name],

Your real estate agency's aerial photography is impressive, but did you know that your standard business owner's policy might not have your drone operations covered? Don't let an unexpected crash or liability issue ground your business.

Our drone insurance is like the wind beneath your drone's wings, protecting you from potential liability and property damage related to your high-flying operations. Reach out to us to ensure your drone photography stays sky-high and worry-free.

Fly safely,  
[Your Name]

### Scenario 5: Homeowners + Recreational Vehicle Insurance Email Template

Subject: Off-road adventures and snowmobile fun - protect your toys with the right insurance!

Hi [Customer's Name],

We heard you love to play with off-road vehicles and snowmobiles on your property. While that sounds like a blast, your homeowners' insurance policy might not provide the coverage needed for those adventurous toys.

Our recreational vehicle insurance has got your back, covering off-road vehicles and snowmobiles for all your adrenaline-fueled fun. Let's chat about how we can help safeguard your outdoor escapades and keep the good times rolling.

Happy trails,  
[Your Name]

## Scenario 6: Condo Owner + Personal Umbrella Insurance Email Template

Subject: Your assets deserve an extra layer of protection - consider a personal umbrella policy!

Hi [Customer's Name],

Your condo and auto insurance policies do a great job, but when it comes to liability claims, they might not fully cover your substantial personal assets. It's like trying to cover a king-sized bed with a twin-sized blanket - something's bound to be left exposed.

Our personal umbrella insurance policy is here to save the day, providing additional liability coverage and protecting your assets in case of a lawsuit. Think of it as a safety parachute, ready to deploy when you need it most.

Let's discuss how an umbrella policy can keep your financial future secure and dry, even during the stormiest legal weather.

Stay covered,  
[Your Name]

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