# Property Casualty Email

*Subject line: We share a couple of clients and they are asking me about their P&C*

Hi [PC agents name],

We share some clients and I thought I’d reach out to you. I’m a financial advisor in town and more and more of my clients are asking me if they should switch their P&C coverage to one of the Direct Companies like Progressive or GEICO.

I don’t think it’s a good idea for a number of reasons. A really successful advisor in Minneapolis did a great job of educating me why I want to protect Property Casualty agents in my town… and I totally agree with him.

He explains why in this 20-minute video… I think you’d find it helpful, there’s at least 10 ideas in it on how to bring on more customers at virtually no cost.

Give me a holler after you watch it, if you have the time or inclination.

Here is the Link: [*http://www.5qgroup.com/landing-page/BuildingPCAgencies/*](http://www.5qgroup.com/landing-page/BuildingPCAgencies/)

Best regards,

[Advisor name and contact info]

p.s. I think the way we stave off competition from all the Direct Companies stealing our clients is by forging networks of professionals here in [your city], and I’d love to add you to mine. Just let me know. Thanks!