

## **Commercial Insurance Brokers**

**Subject:** A benefits conversation worth having

Hi [First Name],

Quick one - I've been spending time with a team at Sanguine Preventative Health and I think there's a real overlap with the employer relationships you carry.

They've built a program that sits alongside existing health insurance (doesn't replace it) and uses IRS tax structure to fund additional preventative health and life insurance benefits for employees. The employer sees a reduction in payroll tax. Employees get more coverage. No one's take-home pay goes down.

For brokers like you who are already in the benefits conversation, this is either something your clients will want to know about - or a question you'll want to be able to answer when it comes up.

I'd like to connect you with Mike and Jesse at Sanguine for a quick intro call. Would that work?

[Your Name]

**Attach: Program Overview one-pager**