



Chris D. Callen, Insurance Agent

"Helping Professionals Nationwide"

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"Serving Our Clients Since 1981"

Prospective Client,

We welcome the opportunity to introduce our firm, Chris D. Callen, Insurance Agent, a truly independent insurance agent, located on the outskirts of Columbus, Ohio, specializing in serving the disability, life, health, long-term care, retirement and estate planning needs of our professional clients in all 50 states and Washington D.C. for over 32 years.

While building or running a successful practice many of your clients do not have the time it takes to insure an effective and streamlined insurance program. We have developed a unique strategy that tailors all of your insurance needs into one cohesive package, without regard to a particular insurance company. Our copyrighted insurance planning process, *"The Focus Strategy Approach"* has been used by many of the top fee-based CPA / financial planning firms and national practice management companies around the country as a resource for designing and implementing the insurance module of their client's financial plan.

Perhaps you have seen our articles or advertisements in major professional journals such as *"Dental Economics"*, *"The Profitable Dentist"*, *"The Richard's Report"* and Sally McKenzie's *"Dentist's Network Newsletter"*. Our program has been presented throughout the country by such national practice management companies such as Ken Runkle's **Paragon Management Associates** workshops, many state dental workshops and national dental study club meetings.

Details of our *"Focus Strategy Approach"* program are highlighted in the enclosed marketing pieces as well as through our website at www.cdcallen.com. Our entire process, from client introductory meetings to policy delivery, can be done through the use of Webinars and HIPAA certified emails and encrypted file transfers. You will never again be bothered again with wasting precious time by having to do face to face meetings. As long as you have internet service we can be available.

If we have yet to do so we would like to set a time to discuss the possibility of becoming a resource for both you and your practice by offering the advantage of a fee-free proven system that applies progressive insurance concepts, without all the confusion that typically surrounds an insurance presentation. I can assure you that you will find no harder working group of people that will deliver your clients expectations, and with the respect and professionalism you deserve.

I have enclosed a copy of our firm's most recent marketing pieces for you to review at your leisure. Again, if we have yet to do so, and when your schedule permits, we would enjoy the opportunity to schedule a brief teleconference call to allow us the opportunity to gain a better understanding of your practice and family's overall insurance needs.

We hope to hear from you soon !

Sincerely,

Chris D. Callen

