

# IN BOOK MARKETING



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### **Auto Insurance**

#### Mutual Auto No Fire

January

May

October

#### Standard Auto No Fire

February

June

November

#### Life Only Customers

March

#### \*250/500/100 No PLUP

January

### **Fire Insurance**

#### Home No Auto-500 Households

January

May

October

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### Renters No Auto

February

June

November

### \*\*Renters \$1000 Deductible

February

### Business Insurance Renewals

30 Days Before Renewal

### **Life Insurance**

#### Term Conversions

Monthly

#### Permanent Life Insurance

Monthly I-Report

#### Annuity Renewals

Monthly

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### **Renters No Life- Age 45+**

Jan

Feb

### **Health Insurance**

### **Medicare Supplement**

9 Months Prior to 65th Birthday

### **Retirement Planning**

Age 59

Monthly

Age 62

Monthly

Age 67

Monthly

Age 70

Monthly

Age 72

Monthly