

For Existing Clients

Subject Line: Just wanting to say thank you with an opportunity to understand your business value.

Dear (firstname),

As an appreciation of our relationship I'd like to offer this opportunity to help you understand your business value at no cost.

CoreValue is a business growth and excellence platform. It is backed with 40 years of data from 40,000+ business transactions. It is designed to help business owners drive value based on historical data from industry peers.

One of the most important concepts it offers is the "value gap"—the potential value left sitting on the table. This is the measurable difference between a company's present value and its comparable best practice potential. For many businesses this difference is 30%*.

The first step to business growth using this system is to discover your business's "value gap". To do that, it takes three minutes and six questions found on this link. [insert Explore link]

When you're finished, you'll immediately receive a report and I'll be in touch to go over the results. We can then discuss next steps for closing that gap.

Thank you for our continued relationship. I hope that we'll be talking again soon.

Sincerely,

[Name]

[Firm]

[Contact information]

*CoreValue System Compiled Statistics, 2021.

MassMutual does not provide qualified business valuations. For a qualified or certified business valuation, consult a properly credentialed appraiser.

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