

SAMPLE

Date

Mr./Mrs. First Last Name

Title

Retail Store Name

Address

City, State Zip

Dear Mr. or Mrs. [Last Name],

ABC Financial is excited to join XYZ Retail as your newest financial partner. While we are well aware of the important role XYZ Retail plays in the community, I would like to take a moment to introduce ABC Financial and share how we can enhance the experience for your customers and employees.

At ABC Financial, we are dedicated to delivering exceptional financial services through trusted local relationships. Our focus is on providing convenient, reliable, and personalized financial solutions tailored to meet the unique needs of the community within XYZ Retail's footprint.

We currently have [number] locations and [number] ATMs throughout XYZ Retail's footprint. Our services include [insert examples: checking and savings accounts, auto and personal loans, digital banking, and financial education]. We are excited to bring these services to a place that is already a part of so many daily routines right inside your store.

This partnership with XYZ Retail is a key part of our growth and we are honored to build it on a foundation of service, convenience, and trust.

As Matt Paul, President of Financial Supermarkets, Inc. (FSI), puts it: "Our industry's collateral is relationships and trust. FSI helps financial institutions and retail partners combine to build and strengthen relationships. At the heart of it all is our belief in Make a Friend. Make a Member® because relationships builds trust which drives results."

We look forward to working closely with you and your team to create a welcoming and valuable experience for your customers and employees. I will follow up later this week to schedule a time for us to connect in person.

Warm regards,

[First Last Name]

[Title]

[Phone Number] | [Email Address] | [Website]