



Retail Introduction Letter

SAMPLE

Date

Mr. John Doe
Title
Address
City, ST Zip

Dear Mr. Doe:

ABC Financial is thrilled to become the newest financial partner for XYZ Retail. I am familiar with XYZ Retail, but perhaps you aren't familiar with ABC Financial, so let me take this opportunity to introduce ABC Financial to you.

We know that local communities still have a need for world-class services but delivered from local people and companies they know and trust. That is what we strive to deliver every day to our customers.

We have ___ locations and ___ ATMs scattered throughout XYZ Retail footprint. We offer a wide range of financial solutions and services, including _____.

Partnering with XYZ Retail will be a key component for future expansion plans for ABC Financial, and we are committed to delivering the same stellar service with a hometown attitude that our customers have come to know and expect from ABC Financial and I imagine XYZ Retail, too.

I look forward to the chance to meet you and your management team in person and introduce you to my team. I will follow up with you later this week to schedule a formal meeting day and time.

Looking forward to working together,

Sue Smith
Title

Contact Information