

(SAMPLE LETTER ANNOUNCING NEW SERVICE OFFERINGS)

(Print on Firm Letterhead)

(Date)

First Name Last Name
Firm/Company Name
Address
City, STATE ZIP

Dear First Name:

Thank you for choosing (Name of CPA Firm) for your (tax and accounting) needs. We are proud to have been delivering quality client service in (City) for (number) years.

In order to offer you more comprehensive professional services, (Name of CPA Firm) is now offering (name of new service) services to current and future clients. (I am/We are) expanding our range of services to give you the one-stop financial advice you deserve.

You've trusted (Name of CPA Firm) with your (current service), now try our (name of new service) service.

Whether it's (saving for your retirement) or (paying for your child's college education), (Name of CPA Firm) can help you reach your financial goals. To make sure you are able to achieve your (retirement and/or college savings objectives), we will discuss (savings options to help minimize your taxes, adequate insurance coverage and estate planning to protect your assets and review your household budget to identify additional saving measures).

If you're interested in learning how (Name of CPA Firm) can help you with your (name of new service) needs, please call (telephone number) to schedule an appointment.

Sincerely,

First Name Last Name, CPA
Title

Enclosure