

Date: 17/02/25

Mrs XXXX
3 XXX XXXXX
AXXXXXX
Stafford
SXXXXXX

Dear Valued Client,

Re: Ashley Insurance Services Ltd

We are writing to inform you of an important update regarding your insurance services.

As of the 1st April 2025, Fiveways Insurance will take over responsibility for managing all aspects of your account.

Following a long overdue decision to finally retire and start enjoying myself, I have accepted an offer for my book of business to become part of Fiveways Insurance. We chose them specifically, as we felt them to be the right fit for you, our clients; they are a professional, long established and highly respected, insurance broker, operating in Stafford and Newport (Shropshire) since 1967.

This change is a very positive development for all of our clients. It will provide you access to a wider range of insurance markets. This transition will be seamless, and no further action is required from you. Fiveways will begin writing to you from mid-March, for policies due from 1st April onwards.

The team at Fiveways Insurance looks forward to continuing to serve you with the same level of personal care and professionalism that you have enjoyed over the years with us at Ashley Insurance.

Incidentally, after 26 years here with me, I am delighted to inform you that Jo will be transferring across to Fiveways Insurance and looks forward to many more years looking after your insurance needs.

I thank you for your past trust, loyalty and friendship over the years and wish you all the very best for the future.

Kindest regards,

Graham Cook

FCA no: 312597