**Seller to client email**

Dear Client,

Identity theft protection is among a new wave of benefits companies like yours are offering employees. When your employees’ identities are protected, they have peace of mind and are more productive at work—a huge advantage for your organization.

If you are looking for new benefits to attract and retain talent, then you should consider IDShield, our comprehensive identity theft protection product. IDShield offers simple administration:

* Individual and family options
* No underwriting/guaranteed issue
* Flexible enrollment options: paper, electronic, web
* Flexible billing options: paper invoice, electronic, self-bill
* Flexible payment options: payroll, self-pay, and employer-paid

If you are thinking about offering identity theft protection as an employer paid benefit, you should know new IRS rules make identity theft protection a non-taxable benefit to your employees.

I’ll be calling you soon to discuss how our IDShield offering can bring value to your organization.