Draft Email: Snowmelt

**Subject:**  Warmer temperatures can cause rapid snowmelt

Dear [contact information]

Maybe like me, you enjoy that first snowfall of winter, when all the trees and ground are blanketed in white and icicles hang from the rooftops. There is a peacefulness about snow when everyone and everything pauses and quietly takes in the winter wonderland.

Fast forward a couple of months, you’re sick and tired of shoveling, and that beauty Mother Nature brought has become an aggravation—and worse, a hazard. As temperatures warm and snow begins to melt, flood risks rise, causing rivers and streams to overflow. If the snow melts too fast, or is accompanied by heavy rainfall, you could be in for flooding.

For most of us, our homeowners insurance does not cover flooding. Why risk your home and belongings you’ve worked so hard for? Get in touch today to learn how flood insurance can close the coverage gap and protect your valuables.

Sincerely,

[Name, contact information]