Hi [Client Name], it’s [Advisor Name], your SPF\* financial advisor located at [Program Name]. I’ve got some great news I wanted to share with you. We’ve made some significant enhancements to the Client Asset Management (“CAM”) program offered through Sorrento Pacific Financial, LLC. Plus, our new enhancements include a *reduction* in the fee rate for our CAM accounts, so your prices will be going down! It’s part of our continued efforts to improve our capabilities and service offerings. I’m sending you a [Letter/Email] with more details, so check that out and give me a call if you have any questions. My number is [phone number]. Again, it’s [Advisor Name] with program enhancements and price reduction news, and you can reach me at [phone number]. Thanks!