[Required to be printed on pre-approved investment services letterhead.]

Dear [Client Name],

We’re excited to announce significant enhancements to the Client Asset Management (“CAM”) program available through Sorrento Pacific Financial, LLC – in which you are invested. Recognizing the importance of your investments as part of your overall financial plan, we are continually striving to improve our capabilities. Our newly enhanced service offering will also include a *reduction* in the fee rate! Effective in October 2018, the advisory fee rate will be reduced for your CAM [insert type of CAM account] account.

You do not need to do anything as your account will be updated automatically to reflect the price reduction. You will see the result of the reduced fee rate in your next statement.

Our investment in CAM doesn’t stop there. Since helping you achieve your financial goals and objectives is among our very highest priorities, we are deeply committed to continually improving our investments services to you. Your portfolio will continue to be managed with the attention it has always received, and my services to you will remain at the level to which you are accustomed!

I will be following up with you [Time Frame (ex. next week)] to share details and answer any of your questions about our enhanced capabilities. If you’d like to talk sooner, please give me a call at [phone number] to schedule an appointment.

Sincerely,

[Financial Advisor Name], [Approved designation]

[Approved SPF Title]

Sorrento Pacific Financial, LLC (member FINRA/SIPC) located at [Bank Name]