



Hi Broker,

Did you know that 39 million families in the United States don't have employer-sponsored vision care?<sup>1</sup> That's huge potential for you!

As you gather your list of clients and prospects, to let them know you're now offering VSP® Individual Vision Plans, we'd like to remind you of a few key audiences that are often without employer-sponsored vision coverage.



**Young Adults Age 26+**



**Part-time/Seasonal  
Workers**



**Gig and Freelance  
Workers**



**Retirees**

Make sure to reach out to your clients who may fit into these categories and let them know you're now offering this high-value, low out-of-pocket benefit. Download the email template available on the [sales tools page](#) and add your contact information including your website and/or marketing link for your clients to easily enroll.

Over the next few weeks, we'll continue to provide you with new tools and insights to help you grow your business.

Sincerely,

The VSP Individual Vision Plans Team

1. 2015 VSP IP Consumer Tracking Study

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