To whom it may concern,

Houston-area drivers spend more time commuting to and from work than the average American. A Houston-area commute is not only time consuming and energy draining but it is also the second most expensive commute in the country. What if (name of company) could offer its employees a benefit which would save us time and money at no cost to the company? METRO STAR Vanpool has successfully partnered with dozens of Houston-area organizations to give their employees a stress-free, affordable commuting option, tailored to their needs.

Considering bad commutes cause 23% of workers to leave a job, supporting METRO’s turn-key vanpool program is one of the most impactful perks a company could offer that can improve retention and recruitment. Vanpooling is a game changer for Houston commuters in bumper-to bumper traffic who constantly wonder why getting to work is a job in and of itself. (Company name)’s employees’ commuting experience is just as essential as their experience in the workplace; so, by making it easier for them to get to work, you will be improving overall job satisfaction, productivity, and morale. In a city that has the second highest percentage of burned out workers, providing your employees with a better commuting option demonstrates you care and are invested in their well-being. Through the METRO STAR Vanpool program, our company will also make a significant positive impact on the community by helping improve traffic conditions and air quality through the reduction of cars on the road.

I am confident that our company can realize these benefits from the program. Our METRO STAR account executive, (name of your account executive), would love the opportunity to spend a few minutes with our human resources or benefits coordinator(s) to share more details on how to get started and answer any questions. Should this be of interest to you, please reach them at (phone number) or (email address) or please let me know to whom they should reach out to schedule a meeting at your convenience.

I greatly appreciate your time and hope to hear from you soon.

Thank you,

(signature)