

Your flood insurance policy retention toolkit is here!

Complete with easy email, print, and social media solutions



What is it?

- NFS has developed a simple playbook to help you manage your renewals

Why it's important

Renewals are the heartbeat of your business.

A healthy renewal rate is indicative of strong customer relationships, satisfied policyholders and healthy profitability. In addition, it costs more to acquire new customers than to keep current ones.

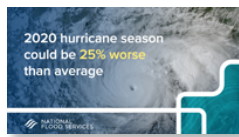
What do I need to do?

- Attend our retention focused webinars
- Watch our Sales & Policy Retention Video Series
- Download our policy retention Agent toolkit, including:

email templates



social media posts



digital & print postcards



Running your renewal list

- Login to FloodPro
- Click on Reports in Navigation Bar
- From the Reports Drop-Down Menu – Select “Expiration”
- Complete “Requested By”
- Complete “Delivery Email”
- Click “Submit”

How to use our customizable templates



Email Templates

Use these customizable email templates to reach out to policyholders with upcoming renewals

- Update the email template with your agent/agency contact information
- Select All (Ctrl+A) of the text &
- Copy (Ctrl+C) the text
- Paste (Ctrl+V) into your email program



Digital Postcards

Use customized digital postcards in your social media posts or emails!

- Edit the custom fields in the pdf file
- Go to File
- Export To
- Choose Image
- Name the Image & Save



Social Media Posts

Use these eye-catching social media posts on your social channels, simply upload the image to your feed

- Select the social media post image you'd like to use
- Right-click on the image.
- Select Save Image As to save to your computer



Print Postcards

Like to mail? Use these customizable templates to send a striking renewal reminder to your policyholders.

- Update the postcard template with your agent/agency contact information
- Go to File & Save
- Send to the printer of your choice for physical printing