



Flood Insurance Sales & Marketing



Agenda

- The “Why”
- Preparing to Sell
- Ready to Sell
- Talking Points
- Resources

Are You Selling Flood Insurance?



Protect
Your
Clients

Round
Out Your
Portfolio

Protect
Yourself

Protecting Your Clients

Building informed and resilient clients and communities

Flood Associated Risks

- 1. Property Damage:** Floodwaters can wreak havoc on homes, buildings, and belongings, causing structural damage and irreparable harm.
- 2. Financial Loss:** Recovering from flood damage involves significant expenses, including repair costs, temporary relocation, and potential loss of income.
- 3. Health and Safety Risks:** Floodwaters present health hazards like contamination from sewage and hazardous substances, along with risks of electrocution and structural collapse.

Importance of Adequate Coverage

- 1. Financial Protection:** Flood insurance provides essential financial protection, enabling clients to recover and rebuild after flood events.
- 2. Peace of Mind:** Adequate coverage offers peace of mind, allowing clients to focus on protecting loved ones and property without fear of financial setbacks from flood damage.
- 3. Compliance and Obligation:** In high-risk flood zones or with federally regulated mortgages, obtaining flood insurance may be mandatory. Agents educate clients on compliance and ensure their obligation to protect themselves and their communities is met.

Preparing to Sell

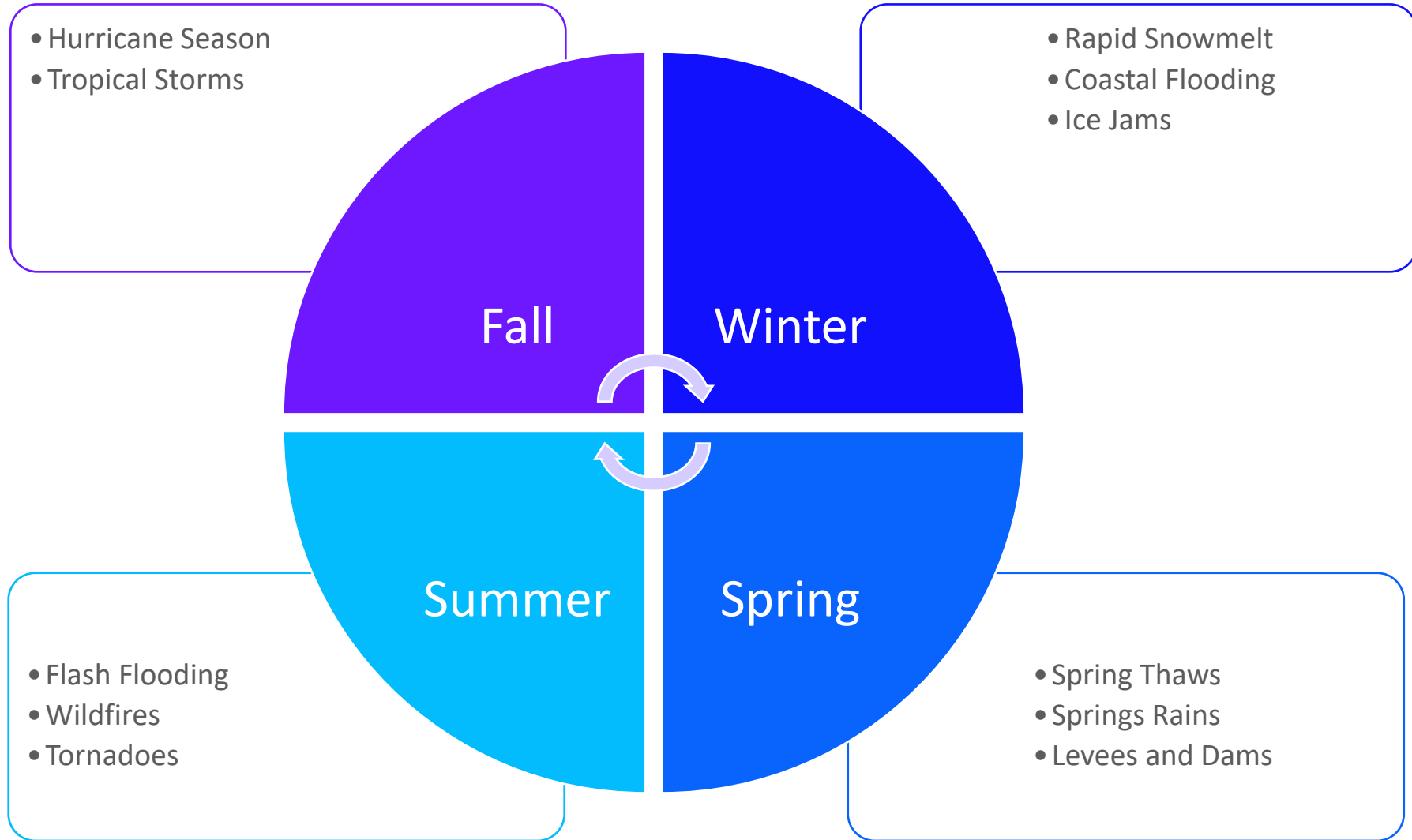


Know how the NFIP defines “Flood”

Understand Risk

Be familiar with rating factors used for premium development

Seasonal Risks



Ready to Sell

Explore Policy Options

- Building and or Contents Coverages
- Maximum Coverage Limits

Review Policy Coverages

- What's Covered Under the Building – Coverage A
- What's Covered Under the Contents – Coverage B

Understand Policy Exclusions

- NFIP Flood Manual
- Limited Coverages for Basements and Elevated Buildings

NFIP Limits of Coverage

| Building | Maximum Coverage Limit |
|------------------------|------------------------|
| Single Family | \$250,000 |
| 2-4 Family Residential | \$250,000 |
| Other Residential | \$500,000 |
| Non-Residential | \$500,000 |

| Contents | Maximum Coverage Limit |
|-----------------|------------------------|
| Residential | \$100,000 |
| Non-Residential | \$500,000 |

Be An Advocate for the Product



Understanding Your Audience



Homeowners

Concerned about protecting their biggest asset, their homes, and its belongings



Renters

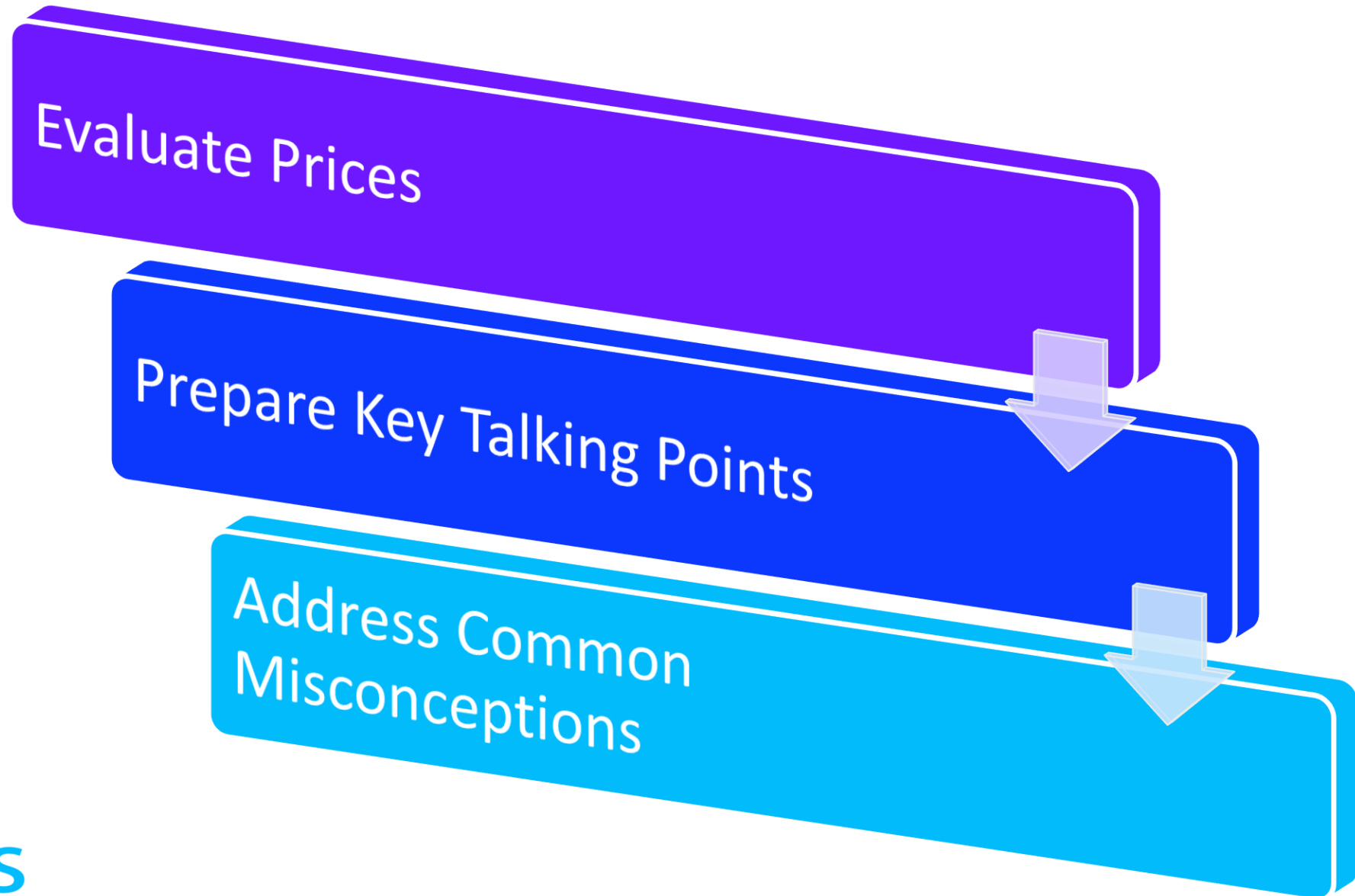
Seeking coverage to protect their personal property and belongings within rented properties



Business Owners

Interested in comprehensive coverage to safeguard their assets and operations

Be a Promoter!



Prepare Key Talking Points



Don't Wait
Until a Disaster
Strikes



Be Aware of
Hidden Flood
Risks



You Don't
Have to Shop
Around

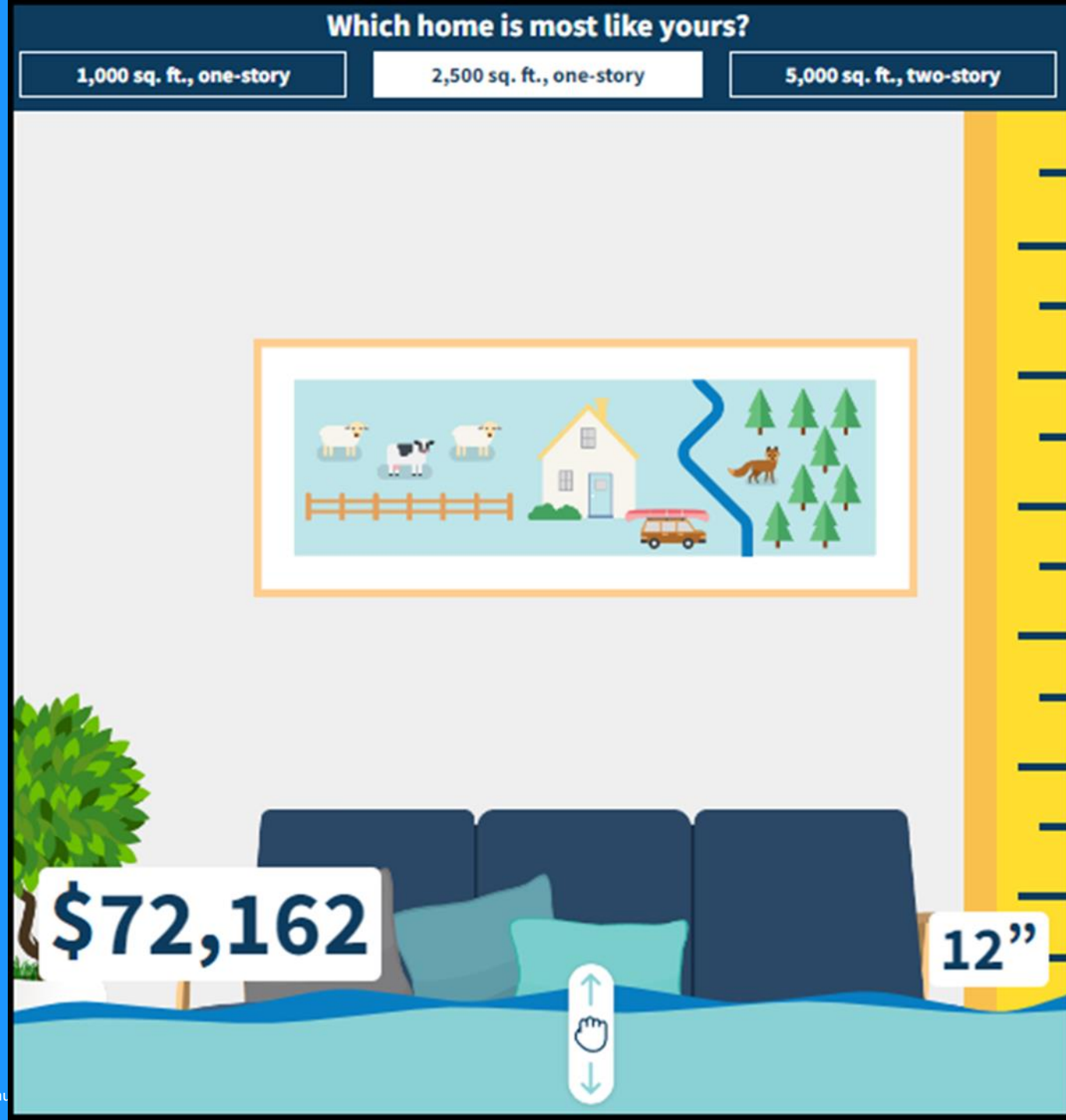


Flooding Can
be Emotionally
and Financially
Devastating



FACT

Just 1 inch of water can cause \$25,000 of damage to your home



Did You Know?

- Floods Are the #1 Natural Disaster on the Planet
- 90% of Natural Disasters in the United States Involve Flooding
- Flooding Is 900% More Frequent in Coastal Areas Than 50 Years Ago
- Floods Occur Year-Round
- 99% of All United States Counties Have Experienced Flooding
- Flood Waters Can Sweep Away Objects That Weigh Thousands of Pounds
- Flooding Costs Billions of Dollars in Damage Each Year
- Just 1 Inch of Flood Water Can Destroy a Home or Business
- 25%-40% of Flood Insurance Claims Are from Low-to-Moderate Risk Areas
- Flood Waters Can Pose Hidden Dangers

On average **30%** of Flood Insurance Claims occur in
LOW to Moderate RISK areas
Zones B, C and X



Address Common Misconceptions

I Can Rely on
Disaster Assistance

My House is on a
Hill

My Area Has
Never Flooded

My Property
Insurance Will
Cover Flood
Damage

I'm Not in a Flood
Zone

Homeowners have a 26% chance of flooding at some point during a 30-year mortgage – versus 10% chance of a fire



Power of Storytelling

- Build trust and credibility
- Showcase the tangible benefits of flood insurance
- Inspire confidence in potential clients



Marketing Strategies

Localized Approaches



- Geo-targeted Advertising
- Local Partnerships and Events
- Community Outreach Programs
- Localized Content Creation
- Referral Programs

Resources

FEMA/NFIP Flood Insurance

- <https://fema.gov/flood-insurance>

FloodSmart

- <https://agents.floodsmart.gov>

Taurus Flood

- <https://edu.myflood.com>

**By making flood insurance your business,
you can help protect your clients**

THANK YOU



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