

Your CRS Flood Insurance toolkit is here!

Complete with easy email, print, and social media solutions

What is it?

NFS has developed a simple playbook to help you engage new or existing homeowners or business owners in Community Rating System (CRS) communities.

Why it's important

Over 1,500 communities participate in the CRS program by implementing local mitigation, floodplain management, and outreach activities.

The NFIP's CRS credits community efforts beyond those minimum standards by providing discounts on flood insurance premiums for the community's property owners.

CRS discounts on flood insurance premiums range from 5% up to 45%, based on the participating community's CRS class. A community's CRS class is determined by credit points that are awarded to communities. The discounts provide an incentive for communities to implement additional flood protection activities that can help save lives and property when a flood occurs.

What do you need to do?

- Watch our CRS Flood Insurance Requirement webinar
- Watch our Sales & Policy Retention Video Series
- Download our CRS Flood Insurance Requirement toolkit, including:

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.

- Add your agent/agency contact information to the postcard template
- Send to the printer of your choice for physical printing

email templates



social media posts



digital & print postcards

