

LET'S TALK FLOOD



Protect Your Customers

Agents.FloodSmart.gov



Recent NFIP Mailing Paves the Way for Commercial Policy Sales

Did you know that 40% of small businesses never reopen their doors after a disaster? It's true—and it's all the more reason for agents to ensure their customers have flood insurance for both residential and commercial properties. And if you reach out to your customers now, you may have the opportunity to build on awareness generated through a recent National Flood Insurance Program (NFIP) mailing that encouraged approximately 200,000 businesses in the U.S. to obtain commercial flood insurance policies. The mailers will arrive in early November and will likely trigger calls to the NFIP Referral Call Center and to individual agents.

Through the NFIP Referral Call Center, property owners who want to learn more about flood insurance are connected to FloodSmart-registered agents who sell policies in their communities. Property owners can also find agents through the "One-Step Flood Risk Profile" tool at the homepage of FloodSmart.gov. The call center and this interactive tool provide excellent opportunities for agents to connect with qualified leads.

If you are not signed up for the free NFIP Agent Referral Program, go to Agents.FloodSmart.gov to learn how you can join. While you are online, check out FloodSmart's additional marketing tools, such as the Co-Op advertising program, which offers up to 75% reimbursement of advertising placement costs when you utilize FloodSmart ads, and the desktop direct mail program (Mail On Demand), which can help you acquire new clients or cross-sell existing ones.



FEMA

Visit the National Flood Insurance Program Web sites at www.fema.gov/business/nfip
Agents.FloodSmart.gov and FloodSmart.gov
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