

# FEMA National Flood Insurance Program FloodSmart Resources for Insurance Professionals



Flood insurance can be a key driver for your Property and Casualty book of business. FloodSmart — the marketing campaign for the National Flood Insurance Program (NFIP) — provides tools, resources, marketing and sales tips and referrals to help you grow and keep that business!

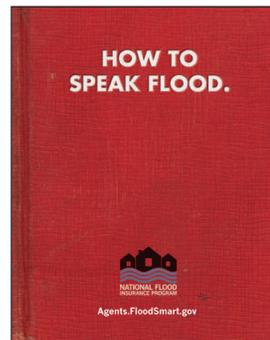
## Start Here: Agents.FloodSmart.gov

On [Agents.FloodSmart.gov](http://Agents.FloodSmart.gov), you will find a wealth of information about flood insurance and how to market and sell it. Bookmark the site now, and start using resources like these:

- [Agent Field Guide](#) – This is all you need to know about selling and servicing flood insurance — in a handy downloadable desk and field reference.
- [Barrier Busters](#) – You’ve heard the pushback, “It hasn’t flooded here in years.” “I’m not in a floodplain.” Our barrier busters help you counter the inaccurate information from prospects and clients.
- [Marketing Plan](#) – From conducting a market overview to analyzing your audience; scoping out your campaign and building a budget, you’ll find a complete guide to marketing.
- [Map Update Schedule](#) – Flood maps are being updated across the country and major changes are planned. Stay up to date on the changes and learn how to explain them to prospects and clients.



Agents.FloodSmart.gov



Agent Field Guide



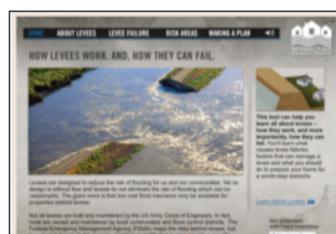
Map Updates Toolkit

## Interactive Tools for Your Own Site

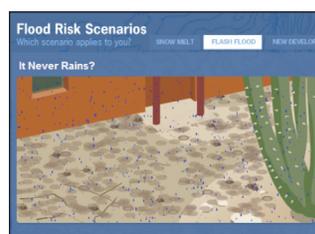
Shareable [tools and widgets](#) on the Marketing and Advertising section of the website bring home the risk and consequences of flooding. FloodSmart makes the code available so you can post the tools to your own site. Contact [info@femafloodsmart.com](mailto:info@femafloodsmart.com) for more information.



**Cost of Flooding** – First choose how deep the flood waters could be in a home. Then the tool itemizes what could be damaged and what the final cost might be.



**Levee Simulator** – See an animation of what causes levee failures along with photos and videos of actual examples. The tool also offers tips on protecting your property.



**Flood Risk Scenarios** – Choose a cause of flooding to see an animation of what can happen in that type of flood.



**Testimonials** – In these first-hand accounts, people in different parts of the nation share their experiences with flooding. The videos feature home and business owners who did and did not have flood insurance.

## Agent Referral Program

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Any producer who has completed an approved flood insurance training course is eligible for FloodSmart's agent referral program, which gives you free, qualified leads. Through FloodSmart.gov, the NFIP Call Center and our Direct Mail Program, people in your area who are looking for an agent get connected to you. Last year, we provided agent listings to over 3 million consumers.

### Start Using These Now

Whether or not your customers live and work near water, the risk of flooding is real. Take advantage of FloodSmart tools and resources to help your customers get the protection they need. Go to [Agents.FloodSmart.gov](http://Agents.FloodSmart.gov) and start increasing your flood insurance sales today!

For more information, email FloodSmart at [info@femafloodsmart.com](mailto:info@femafloodsmart.com).