**Resource Type:** Email Outreach Template

**Audience:** Potential Clients who don’t already have flood insurance.

**Directions**: Copy and paste the template below into your preferred email platform. HTML email formatting is preferred.

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**Subject: Add This to Your Summer Plans**

Hi [insert customer name],

Every summer around when the cicadas start to chirp, the warm sunshine reminds me of beach trips and tire swings by the local watering hole growing up. While those are memories to fondly look back on, growing up has changed how I think about those days.

These days when I think of water, I think of flooding and the lasting impact it can have on someone’s life. Did you know, that between 2015 and 2019, 40% of National Flood Insurance Program claims came from outside high-risk flood areas? That’s why I am always willing to talk about flood risk, to help you make an informed decision about flood insurance. Whether it’s a sudden summer storm or a river flooding over its banks, everyone deserves to be able to go on their vacation and not worry about whether their homes are protected.

This summer, if you’re standing in the sand dipping your toes in the water think to yourself, how one inch of water can cause roughly $25,000 in damage to a home. Flood insurance is the best way to ensure coverage, to help you protect the life you’ve built. You can learn more about flood insurance by visiting [floodsmart.gov](https://www.floodsmart.gov/) or by contacting me directly to discuss your risks and obtain a flood insurance quote.

Best,

[Contact Information]

[insert email signature with contact information]

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