FLOOD INSURANCE
MAKE IT YOUR BUSINESS

Agents, that means you!

As an insurance agent, you commit to protecting your clients every day, rain or shine. FEMA’s National Flood Insurance Program (NFIP) is equally committed to helping you and consumers understand the devastating financial impacts of flooding and how to safeguard against them.

Flooding is the most common and costly natural disaster in the United States, affecting every region and state. Yet many property owners are unaware of their risk.

By making flood insurance your business, you can better inform your clients of their risks and choices. Further, you’ll build trust and help create more flood-resilient communities—all while generating additional income.

WHO’S ELIGIBLE TO SELL

Every licensed property and casualty insurance agent can sell flood insurance through the National Flood Insurance Program. You can contract with one of the private insurance companies that participates in the Write Your Own (WYO) Program or write directly through the NFIP Direct Servicing Agent.

WHAT’S COVERED

In a moment, flooding can undo the financial security that took a lifetime to build and cause invaluable losses. Whatever the source of the flooding—heavy rains, a blocked creek, inadequate drainage, or an overtopped levee—the NFIP pays for direct physical loss by or from a flood. In simple terms, a flood is an excess of water on land that normally is dry. For the official definition, please visit FloodSmart.gov.

Your client can insure their home for up to $250,000 for the building and up to $100,000 for the contents. They can also insure commercial property for up to $500,000 for the building and $500,000 for the contents.

DID YOU KNOW?

Nearly 1 in 4 property owners think their homeowners insurance covers damage caused by flooding. As you know, in most cases, it does not.

Working with renters? Let them know their landlord may have flood insurance to protect the building, but not their belongings. They can purchase a contents only policy for an average of $400 per year.

The NFIP is proud to offer policies for residential condominium associations and residents. Review coverage descriptions for all the NFIP’s services at Agents.FloodSmart.gov/write-policy/resources.

WHEN TO SELL

The best time is now! A flood can happen anywhere, at any time. There’s typically a 30-day waiting period between submitting the policy application and the effective date. If clients wait until severe weather arrives, it is likely already too late.
WHO’S ELIGIBLE TO BUY

All property owners in an NFIP participating community can purchase flood insurance, either on buildings they own, contents within buildings, or both. In many cases, your customer may be required to purchase flood insurance by their lender as a condition of their loan.

Even if flood insurance is not mandated for your client’s property, they are still at risk. A property does not have to be near water to flood. In fact, about 40% of flood insurance claims come from outside high-risk flood areas. Encourage clients living in these moderate- to low-risk areas (where lenders do not require coverage) to protect the lives they’ve built by electing to carry flood insurance.

PROTECTION FOR ALL

Protect clients from financial harm and protect yourself from errors and omissions liability. The top two Errors and Omissions (E&O) are 1) not offering coverage and 2) not offering the right amount of insurance. By not offering your clients flood insurance, you miss out on an opportunity to offer coverage they may need while increasing your risk of liability and losing a client’s trust.

SUPPORT EVERY STEP OF THE WAY

You don’t have to figure it out on your own. The NFIP offers world-class education in how to quote, sell, and market flood insurance to your clients. Turn to the NFIP to understand the value of flood insurance so you can help your clients do the same.

FOR MORE INFORMATION

Use the following resources to learn more about the devastating effects of flooding and add flood insurance to your sales portfolio.

- Contact your company’s underwriting department or marketing representative, connect with a Write Your Own Company, or call NFIP Direct at (800) 638-6620.
- Attend a flood insurance training seminar. Visit NFIPservices.FloodSmart.gov for information about agent training.
- Visit Agents.FloodSmart.gov for agent-focused materials and information on the NFIP.