**Resource Type:** Email Outreach Template

**Audience:**

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

**Subject:** What does Risk Rating 2.0 Phase II Mean for You?

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Hi [insert customer name],

You may be wondering what [Risk Rating 2.0: Phase II](http://fema.gov/NFIPTransformation) means for your flood insurance policy. Here are 5 things you can expect when Phase II of the new methodology is implemented in April.

* **Greater Transparency**: Risk Rating 2.0 delivers rates that are easier to understand and better reflect a property’s unique flood risk. This offers you a more individualized picture of your risk. With a more transparent methodology for calculating rates, you will gain a greater understanding of your true flood risk.
* **Equitable Rates:** Since the Risk Rating 2.0 methodology considers the cost to rebuild and other factors such as distance to a water source, FEMA will be able to equitably distribute premiums across all policyholders based on the value of their homes and the unique flood risk of their properties. Under the previous rating system, many policyholders with lower-value homes paid more than they should, and policyholders with higher-value homes paid less than they should.
* **Equitable Rate Changes**: Risk Rating 2.0 ensures rate increases and decreases are both equitable. FEMA learned that two-thirds of older pre-FIRM homes, which have some of the highest rates in the NFIP, will see a decrease in their cost of insurance under the new methodology.
* **Gradual Phase-in of Higher Rates:** For policyholders whose premiums will increase, FEMA is increasing their premiums according to the existing statutory limits set by Congress. In most cases, this prevents rates from increasing by more than 18% per year.
* **Continued Discounts for Eligible Policyholders:** NFIP is maintaining program features to simplify the transition to Risk Rating 2.0 by:
* Continuing to offer premium discounts for Pre-FIRM subsidized and newly mapped properties.
* Allowing policyholders to transfer their discount to a new owner by assigning their flood insurance policy when a property changes ownership.
* Continuing discounts to policyholders in communities participating in the Community Rating System (CRS). Now, however, the discount is applied to all policies throughout the participating community, regardless of whether the structure is inside or outside the Special Flood Hazard area.

In terms of specific impacts, each policyholder will be affected differently based on their property’s unique flood risk. Some premiums go up, some go down, and some stay about the same. For any concerns you may have about your policy please visit [floodsmart.gov](https://www.floodsmart.gov/) or contact me directly.