

Partner with FEMA and its National Flood Insurance Program (NFIP) to reinforce the importance of flood insurance, renew your clients' policies and retain their business.

# It's Time to...

## Reinforce key messages

Did you know that, on average, 40% of NFIP claims come from outside high-risk flood areas? If you didn't, your clients probably don't, either. Visit the [NFIP's LinkedIn](#) for more facts and graphics you can easily share with your network. Help reinforce the importance of flood insurance in your community.

## Renew flood insurance policies

Policies don't automatically renew. If a policy lapses, there is typically a 30-day waiting period before it's active again, leaving your clients unprotected and harder to win back. That's a major loss for both you and your clients. Remind them early so they can maintain protection.

## Retain the business you've built

You've worked hard for your business, and it's important to maintain relationships for loyal clientele. Reach out to your clients regularly, with options that are personalized and adaptable—just like the NFIP. Clients will feel more inclined to work with you because of the attentiveness your business provides.



FEMA



### Experiencing Hesitation with Renewing?

If your clients hesitate to renew, help them understand their options. Encourage them to consider what they can do to [mitigate their flood risk](#) and talk to you about ways they can [reduce their premium](#).

Share the NFIP [Why Do I Need Flood Insurance? Brochure](#) with them as a refresher on the importance of flood insurance. Working with renters? [The NFIP Flood Insurance for Renters Brochure](#) is a great reference for them too.