

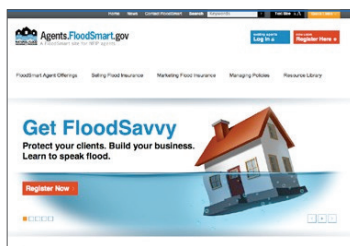


Get FloodSmart

Agents.FloodSmart.gov

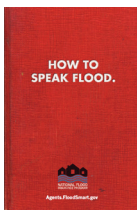
# FOR AGENTS FLOODSMART RESOURCES

Flood insurance can be an important driver for growing your agency’s book of business. FloodSmart—the marketing and education campaign of the National Flood Insurance Program (NFIP)—provides tools, resources, marketing and sales tips, and referrals to help you grow and keep that business. These tools and resources can be found at [Agents.FloodSmart.gov/agenttools](http://Agents.FloodSmart.gov/agenttools)



## 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 such as these:



**Agent Field Guide** — This guide includes the basics of what you need to know about selling and servicing flood insurance—downloadable as a handy desk and field reference for both the experienced customer service representative and the agency’s newest producer.

**Barrier Busters** — You may have heard these excuses: “It hasn’t flooded here in years,” or “I’m not in a floodplain.” Our barrier busters help you counter your prospects’ and clients’ misconceptions about flood risk.

**Marketing Plan** — From conducting a market overview to analyzing your audience, from scoping out your campaign to building a budget, you’ll find a complete guide to marketing in the Marketing section.

**Map Update Schedule** — Flood maps are being updated across the country. Stay up-to-date and learn ways to explain to your prospects and clients how these changes affect their home or business.



FEMA

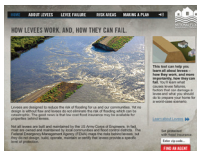
The risk of flooding is real. Together, we can help residents and business owners better understand the risk of flooding and take action to lessen the financial consequences. These tools and resources help bring the story home and make it personal. Don't wait to use them. Visit [Agents.FloodSmart.gov](http://Agents.FloodSmart.gov) to start right away. For more information, contact FloodSmart at [info@nfipfloodsmart.com](mailto:info@nfipfloodsmart.com).

## INTERACTIVE TOOLS FOR YOUR OWN SITE

Most property owners do not understand their flood risk or the financial impact of just a few inches of floodwater. FloodSmart provides interactive, shareable tools and widgets in the Marketing section of the website to help you demonstrate the risk and consequences of flooding. FloodSmart provides embed codes so that you can post the tools to your own site.



**Cost of Flooding** — This interactive tool illustrates the financial costs associated with a flood. Users of this interactive tool can select a floodwater level (e.g., 2 inches deep). The tool then itemizes what could be damaged in the home at that level and what the final cost might be to replace damaged items.



**Levee Simulator** — This tool helps explain how levees work and how they can fail. Users see simulations of what causes levee breaches, seepage, and overtopping as well as photos and videos of real-life examples.



**Risk Scenarios** — Common factors that affect flood risk include snowmelt, flash flooding, new development, dams, levees, and tropical storms. This tool allows users to click on each of these scenarios to see detailed examples of how and why it can flood.



**Testimonials** — These compelling firsthand accounts document the experience of real home- and business owners affected by flooding throughout the Nation. The videos, which can be downloaded from the website, feature some individuals who were insured and some who were not.

## AGENT REFERRAL PROGRAM

To help insurance professionals sell flood insurance, FloodSmart offers a free program that refers customers to agents. Just last year, registered agents received more than 1 million free, qualified leads from consumers who either visited [FloodSmart.gov](http://FloodSmart.gov), called the NFIP Referral Call Center, or received one of our direct mail pieces—which provides 16 million referrals annually.

Don't miss this opportunity. Registration is simple. If you have completed at least 2 hours of flood insurance training in the past 2 years and can provide a certificate of training (it does not have to be for Continuing Education), visit [Agents.FloodSmart.gov](http://Agents.FloodSmart.gov) and sign up now. Simply click the "Register" tab, complete the form, and upload your certificate. Note that to maintain eligibility for the Agent Referral Program, you must submit a new certification of completion every 2 years.

## WEBINARS

These live presentations provide an in-depth look into FloodSmart and how to best use available tools and resources to have the flood talk with current and prospective clients. Learn how the campaign drives consumer interest in flood insurance and how to market yourself and your agency while earning free leads. Visit [Agents.Floodsmart.gov/Agents/agent-webinars](http://Agents.Floodsmart.gov/Agents/agent-webinars) to register for an upcoming webinar and for more information about FloodSmart.