



Are your clients shopping around?

Our incoming calls show they are! NFIP April 1, 2015 increases and surcharges are causing some policyholders to jump to the conclusion that a new agent will get them a lower flood premium...and if a client chooses to move his or her flood policy, it could also result in a transfer of his other products to the new agent!



You work hard to build your insurance business, so don't risk losing it. Stay in touch with your customers:

Especially for Preferred Risk Policies purchased voluntarily in the low to moderate risk flood zones; the increase in premiums could be striking due to the [HFIAA Surcharge](#) at \$250. Amending that surcharge to \$25 for Primary Residents is possible with your help and communication to clients, and will be welcome news both before policy renewal as well as during the policy term. Be proactive:

Invite your flood clients to call you to establish Primary Residence on their flood policies to save money---either by mail, an update on your agency website or blog, or even through a Facebook post

- Post the [Statement of Primary Residence \(PR\) Status](#) on your website—invite your flood clients to complete and return for your completion of the PR transaction.
- [Define Primary Residence status](#): The insured or the insured spouse occupies the policy location for more than 50% of the year following the policy renewal.

And hearing from your flood clients allows you to take the opportunity to discuss the [flood reforms](#) that may affect not only PRP policies but also the lender required flood policies. Some of the talking points might be:

- Increased premiums relate equally to all agents and all insurance companies selling the NFIP Flood policy.
- How [HFIAA Flood Reform Laws](#) may affect flood insurance premiums
- Invite your clients to call you
- Discuss the new [\\$10,000 High Deductible](#) option and how policy deductibles can affect potential claims payments
- Utilize our [customizable letters](#), images and notices for your agency website, and [flood marketing materials and brochures](#) available on our website's Bulletin Board--at no cost to you!

Communication does not have to be a daunting task; in fact, it can be the foundation for customer loyalty. By providing clients with information that is tailored to their needs, wants, and interests, you let them know their business is a priority. Statistically speaking, satisfied long-term customers are less likely to shop around to make a switch...and will even happily refer you to a friend.