



FEMA

W-06027

April 19, 2006

MEMORANDUM FOR: Write Your Own (WYO) Principal Coordinators
and the NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: Ad Alert - Three New NFIP Brochures Available

FEMA has produced three new brochures to help educate consumers about flood insurance. Please see the attached Ad Alert for a brief description of each brochure. Visit <http://www.fema.gov/business/nfip/libfacts.shtm> to view and order the brochures and other free flood insurance resources.

If you have any questions, please contact your WYO Business Analyst.

Attachment

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: Claims, Marketing, Underwriting



A series of three new brochures is now available to help educate consumers about flood insurance. The brochures address some frequently-asked consumer questions such as:



- **Why should I purchase Flood Insurance?** The *Why You Need Flood Insurance* brochure reminds consumers that the risk of a flood is real, flood insurance is affordable and disaster assistance is not always an option.
- **How can I protect myself and my property from a flood?** The *Flood Protection and Safety* brochure provides general flood preparation tips. It also stresses the importance of having a flood insurance policy and creating an emergency plan.
- **My home has been flooded. How do I file a claim?** The *Managing Your Flood Insurance Claim* brochure helps consumers navigate the claims process and provides tips for managing home repairs.

Visit <http://www.fema.gov/business/nfip/libfacts.shtm> today to view and order the brochures and other **free** flood insurance resources.

For more information
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