



FEMA

W-13065

October 31, 2013

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators, the National Flood Insurance Program (NFIP) Direct Servicing Agent, the Institute for Business & Home Safety (IBHS) Flood Committee, and the Flood Insurance Producers National Committee (FIPNC)

A handwritten signature in black ink, appearing to read "Dennis L. Kuhns".

FROM: Dennis L. Kuhns
Division Director, Risk Insurance
Federal Insurance and Mitigation Administration (FIMA)

SUBJECT: Visit the New and Improved Agents.FloodSmart.gov

On September 27, 2013, FloodSmart launched the redesigned Agents.FloodSmart.gov. The website, created specifically for agents, contains tools and resources aimed to make selling flood insurance easier. The new and improved layout is designed to make an agent's job easier—particularly the ways they find information about flood risk and flood insurance. The site now features smoother navigation with more robust search functionality; so, sales and marketing resources, interactive tools, and publications are now more easily accessible.

In addition to the FloodSmart resources agents may already be familiar with, they will also find new materials and features including:

- Easier navigation with more robust search functionality;
- More prominent popular resources, such as the [Agent Field Guide](#) and [Advertising Templates](#);
- A more comprehensive and easy-to-use [flood map update schedule](#);
- Updated information about flood insurance legislation, specifically the [Biggert-Waters Flood Insurance Reform Act of 2012](#);
- [Tips](#) to help you develop an online presence and brand for you and your agency; and
- An [image gallery](#) with downloadable flood photography.

Visit the New and Improved Agents.FloodSmart.gov

October 31, 2013

Page 2

These new additions can help agents better inform their clients about flood risk to ensure they make the smart decision to protect both their finances and their peace of mind with flood insurance.

Encourage agents to sign up for the [Agent Referral Program](#), which can bring free qualified leads directly to them. The process for signing up for the [Agent Referral Program](#) has also been simplified. Learn more about how the program can help agents financially protect their clients and grow their business.

Be sure to check out [Agents.FloodSmart.gov](#) today. If you have bookmarked links to the site, review them to ensure they still link to the intended page. Meanwhile, if you have additional questions, please email support@nfipfloodsmart.com or call (703) 539-6621.

cc: Vendors, Government Technical Representative

Suggested Routing: Accounting, Data Processing, Marketing, Training, Underwriting