

# Flood Battlecard

## **Elevator Pitch Description - NFIP Flood**

Flood insurance pays for damages from flooding that aren't covered by your homeowners policy. That means repairs are paid for in the event of a flood so you can be back in your home sooner.

## **Elevator Pitch Description - Private Flood**

Flood insurance through [company] allows you to have just one policy for flood while giving you more benefits such as additional living expenses so you don't have to pay out of pocket for a place to live while your home is being repaired.

## **Key Selling Features & Benefits**

### **NFIP Feature: Backed by the Federal Government**

Flood insurance through the NFIP is backed by the federal government so you can be confident that all covered claims will be paid.

### **NFIP Feature: Community Discounts**

You can save XX% on your policy through the NFIP because [county/town/city] has taken steps to protect your community from flood damage.

### **Private Flood Feature: Additional Living Expense Coverage**

Your temporary living expenses will be paid if you have to move out of your home due to flood damage. No worries about paying both rent and your mortgage.

### **Private Flood Feature: Higher limits available**

With a policy through [company], you're able to have just one flood policy. No more hassles of having two policies to worry about.

### **All Flood: Can be escrowed**

Your flood premium can be escrowed, so you don't have to pay the full premium up front.

## **All Flood: Helps you get your home repaired quickly after a loss**

When you have flood insurance, your home can get repaired faster:

- You're not dependent on a federal disaster declaration
- An adjuster can provide you with advance payments to get repairs started right away
- Contractors know they'll be paid so they're willing to put you at the top of the list

## **Objections and Responses**

*"I don't live in a flood zone"*

"I can see why you'd think that since flood insurance is only required in the highest hazard zone but in reality, everyone is in a flood zone. In fact, most uninsured flood losses happen outside of what most people call the "flood zone".

One example is... [tell a story]

Let's look at the map and see what your risk of flooding might be.

*"My house hasn't ever flooded before"*

"That's great! And hopefully it never will. But it seems like every time you turn around, we're hearing about a new weather record.

With new development and changing weather patterns, we really can't be sure where the next first-time flood will happen. There was even a neighborhood that flooded recently because the storm sewer was clogged with garbage.

If that happened to you, what would it cost you to replace your floors, kitchen cabinets, and drywall?

*"Yeah, we flooded in [event] but that was a 1 in 500-year event – it can't happen again."*

Yes, I remember that! And it seems like we ought to get a long break... but mother nature doesn't watch the calendar. Take Fair Bluff – that town had a 1 in 500-year flood event and a 1 in 1000-year flood event in just three years!

The next time there's a flood, it will probably look a little different – but if it's flooded there before, it's possible that it might flood there again.

*“It’s too expensive”*

You know, most people feel the same way... until they have a claim.

One thing that’s unique about flood losses is what seems like a small loss can be really expensive. If you had just a few inches of water in your house that destroyed your floors, kitchen and bathroom cabinets, and damaged your furniture, what would it cost you to repair just those things?

We have several options for flood insurance – would it make sense for us to look and see what’s most affordable for you?

*“My mortgage company doesn’t require it so it’s obviously not needed.”*

It does make you think that doesn’t it? Did you know that the requirement to carry flood was established to protect the government’s money – not your home? Since they guarantee the mortgage, it’s in their best interest to have flood insurance in the highest hazard areas. Congress didn’t want to require it in lower risk zones, even though almost 30% of flood losses happen there.

If you did have a flood loss, could you pay out of pocket to fix the damage while still paying your mortgage?

*“My real estate agent told me I didn’t need it.”*

What they probably meant was that you didn’t need it for closing. Most agents don’t do a detailed flood risk analysis on properties - they expect your insurance agent to handle it.

Why don’t we look at the potential flood risk to your new home so you’re not caught unaware?