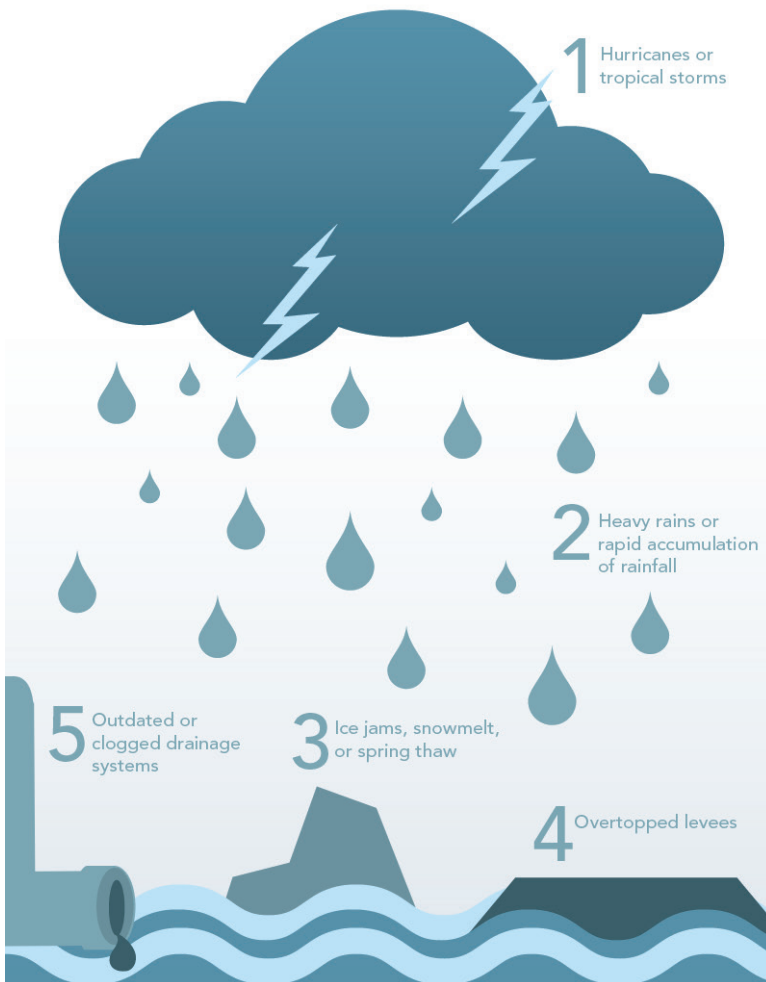




Why Insurance Agents Worry About Their Clients: Flood Insurance

FACTORS THAT CAN CAUSE A FLOOD



DAMAGES THAT FLOODS CAUSE

- Destroys infrastructure such as buildings, bridges, sewage systems, and canals
- Flooding causes more than \$2 billion in damage to property each year
- Water can reach a height of 10 to 20 feet, carrying a deadly cargo of debris
- Flooding has caused the deaths of more than 10,000 people since 1900
- Spreads water-borne diseases
- Contaminates water supply with bacteria
- Wipes out crops and harvest

FEMA FLOOD ZONE CODES

- The Federal Emergency Management Agency (FEMA) conducts an ongoing historical analysis of flood planes to determine which areas of the country are most likely to be flooded
- Based on an area's history, the risk and categorization of its flood zone can be derived

FLOOD RISKS

High-risk areas	Moderate-to-low risk areas	Undetermined-risk areas
<ul style="list-style-type: none"> Include low-laying land, coastal areas and areas subject to coast storm surge Have a 26% chance of flooding sometime over the course of a 30-year mortgage All home and business owners in these areas are required to buy flood insurance 	<ul style="list-style-type: none"> Include areas protected by levees and shallow flooding areas with average depths of less than one foot or drainage areas less than 1 square mile Flood insurance isn't federally required, but is recommended for all property owners and renters Between 20 and 25% of insurance claims came from low-risk flood areas 	<ul style="list-style-type: none"> No flood-hazard analysis has been conducted in these areas, but a flood risk still exists

FLOOD FACTS

- Flooding is the most common of all natural hazards
- Each year, more deaths are caused by flooding than any other thunderstorm-related hazard
- People tend to underestimate the force and power of water
- 6 inches of fast-moving water can knock you off your feet
- Water 24 inches deep can carry away most automobiles

THINGS YOU SHOULD KNOW ABOUT FLOOD INSURANCE

- It may not be required at times, but should always be considered
- It is affordable
- It is the most dependable resource to speed recovery
- Most multi-peril policies of homes and businesses do not cover flooding
- Flood insurance policies are subsidized by the National Flood Insurance Program (NFIP)
- It is sold through private insurance companies and agents
- It can be purchased at anytime, but the policy isn't effective until a 30-day waiting period after the first premium payment
- If your community is in the NFIP you may purchase flood insurance even after your property has been flooded. However, damage done prior to the policy is not covered
- It is available for your building and its contents, as well as your home and personal belongings
- You can buy policies even when you live in an apartment

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