

# How to Sell

## Homeowners Flood Insurance

### **I'M SITTING HIGH AND DRY. WHY DO I NEED FLOOD INSURANCE?**

That's great. You're considered at lower risk, which means the price of insurance will be reduced, but what if levees fail, water is released from dams, and other measures are taken to alleviate an overwhelmed storm water system? Would you truly be out of harm's way?

### **I'VE LIVED HERE 30 YEARS AND IT'S NEVER FLOODED, ONCE. WHY WOULD I NEED FLOOD INSURANCE?**

Is the community you currently live in the same size it was 30 years ago? Has there been no development or infrastructure changes during the time you've lived there?

### **I'M NOT LOCATED WITHIN THE FLOOD MAP, SO THERE'S NO REASON I'D NEED FLOOD INSURANCE, RIGHT?**

Rising waters rarely respect the line where the government sets boundaries. Twenty percent of flood insurance claims come from outside of mapped high-risk areas.

### **DOESN'T MY HOMEOWNER'S INSURANCE COVER FLOOD?**

Seldom does a homeowner's policy cover flood, unless provided by endorsement. Usually it is a separate cover through the National Flood Insurance Program or through private options.

### **WE JUST HAD A 100-YEAR FLOOD, SO DOESN'T THAT MEAN I'M GOOD FOR ANOTHER 99 YEARS?**

The Houston area alone has experienced "unprecedented" 500-year (or greater) flooding in 2015, 2016 and 2017.

### **I ALREADY HAVE NFIP INSURANCE. EVERYTHING WILL BE REPLACED. WHY DO I NEED FLOOD INSURANCE?**

With a wider scope of cover and a choice of higher limits, we offer more comprehensive protection than what is covered by NFIP.

### **FLOOD INSURANCE IS TOO COSTLY, SO CAN'T I JUST TAKE MY CHANCES?**

According to FEMA, one inch of water can cost more than \$20,000 in damages.

### **IF I'M AFFECTED, CAN'T I JUST APPLY FOR DISASTER LOAN ASSISTANCE?**

Flood insurance spares you not only from the bureaucratic red tape associated with applying and getting approval for an SBA loan. In many cases, a flood can be financially devastating and may result in the inability to repay the amount financed, regardless of how low the interest rate is or how long term it may be.



Your clients have questions;  
these exchanges will equip you with  
the answers.

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