**Resource Type:** Marketing Email

**Audience:** New customers (Purchase), possibly through a community listserv or local partnership with realtors/lenders

**Directions**: Copy and paste the template below into your preferred email platform. HTML email formatting is preferred. For a customizable, co-branded email header, visit “Marketing Resources” at Agents.FloodSmart.gov.

**Subject: Protect the life you’ve built with flood insurance from [insert company]**

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| A photo of a man and woman with the text in white: "Protect the life you've built: renew your flood insurance policy today" and the NFIP logo in the lower left corner. |
| Dear [insert name of city/community] resident,  As you know, flooding can happen at any time, and as your local [insert company name] agent, I want to make sure [you are/your family is] prepared. You can’t control the weather, but you can prepare for it.  FEMA and the National Flood Insurance Program (NFIP) are encouraging all [insert area] residents to purchase flood insurance today to protect their homes and families [before [insert local flood risk, e.g. spring rains]]—policies typically take up to 30 days to go into effect.  Here are three things to know about flooding:   * **Just one inch of water in an average-sized home can cause more than $25,000 in damage:** In 2017, the average flood claim payment was more than $90,000. * **Flooding can happen anywhere, not just in high-risk areas:** More than 25% of flood insurance claims come from outside the high-risk flood area. * **Most homeowners insurance doesn’t cover flood damage:** With a flood policy from the NFIP, you’re covered—up to $250,000 for your home and $100,000 for belongings. |
| [Button that reads "get flood insurance."](https://www.floodsmart.gov/) |
| Please feel free to reach out with any questions, or to learn more about the right level of coverage for your home or business. |
| [insert email signature with contact information] |