



Break into the promising private flood insurance market

As a homeowners insurer, you face a saturated and competitive market. But at the same time, millions of property owners don't even realize they have a coverage gap that exposes them to crippling financial loss. Now, you can be the insurer to close that gap—and discover a fresh path to growth and profit while offering vital protection to new and existing customers.

Meet expectations—then exceed them

Your policyholders' recovery from flooding reflects on you, whether you've covered them for this peril or not. The adequacy of their overall coverage shapes the perceived customer experience, which can be broadcast to the wider marketplace.

ISO's personal lines flood insurance program enables you to offer broader and more flexible coverage than the National Flood Insurance Program (NFIP), with wording generally similar to the standard homeowners policy most consumers know. The product includes coverage for debris removal; reasonable repairs; property removal;



Flood insurance represents a \$41.6 billion market¹

sandbags, supplies, and labor; improvements, alterations, and additions; and loss assessment. In addition, your customers can choose from various single, flat-dollar deductibles as well as optional coverages and endorsements, including:

- loss of use
 - increased cost of compliance
 - ordinance or law
 - broadened coverage for dwelling and other structures
 - coverage for personal property located in below-ground areas
 - personal property replacement cost
- ...and more



Make informed pricing decisions

A major challenge in underwriting flood insurance is accurately underwriting and rating each risk exposure with historical loss data and the latest risk assessment tools. ISO's actuarially sound advisory prospective loss costs incorporate decades of NFIP data along with the AIR Worldwide inland flood and storm surge models for a robust solution.

Countrywide flood territories divide the continental United States into 57 territories—based on AIR, ISO, and NFIP data—that together encompass every address in the lower 48 states and the District of Columbia.

Advisory prospective loss costs are provided per thousand dollars of coverage and tap 30 years of NFIP claim data to support loss costs accounting for non-modeled hazards such as precipitation from tropical storms and surge from tropical and winter storms.

Secondary rating variables for more individual risk pricing include below-ground area finish type (finished or unfinished), construction type, year built, first-floor height, occupancy type, and floor of interest.



43% of homeowners believe their standard insurance policy covers flooding²

The program includes the forms, rules, and actuarially sound advisory prospective loss costs that have made ISO's programs valuable industry tools. With ISO's personal lines flood insurance program, you can lay a solid foundation of coverage. This program does not have maximum limits of liability, so you have the flexibility to provide the appropriate level of coverage your policyholders need.

1. Total potential personal flood premium (including properties already covered, primarily by the NFIP) for owner-occupied residences in the 48 contiguous states. Verisk, *Sizing the Personal Flood Insurance Market*, August 2019
2. 2016 Consumer Insurance Survey, Insurance Information Institute



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