

Free flood insurance leads

if you renew or sign up now!

The National Flood Insurance Program (NFIP) has been producing flood insurance leads for agents since advertising our toll-free number began in October, 1995. Of the 200,000 or so calls for more information about flood insurance, almost 20,000 of them have been forwarded to agents for follow-up. Here's your chance to ensure that you stay in the program, or to sign up for the first time.

Here's more information to help you make a decision:

How will these leads be assigned to me?

The name, address and phone number of each caller to the NFIP toll-free number is entered into a system that matches the caller's zip code to agents in that zip code.

What happens when other agents cover my zip codes?

The system automatically rotates leads equally among agents who service the same zip code.

Will callers be referred to their servicing agent or company?

The Service Representative (SR) suggests to callers that they contact their current insurance company or agent. If a caller doesn't have one, or would like the name of a "flood insurance agent," we offer to provide the name of an agent from our list.

How many leads can I expect to receive?

You may receive several in the course of the year, or you may not receive any. Lead volume will depend on many things, including: whether there are flood events predicted or occurring in your area; the number of callers in your area who already have an agent who can sell them flood insurance; the number of other agents participating in the NFIP Leads Program from your area; and special regional and/or local advertising that may cover your area and increase call volume in your zip codes.

How will I receive my leads?

On the application form below, you are given a choice of having your leads given to you by fax or phone. Please let us know your preference.

Is there any cost to participate?

The leads produced through the toll-free number are absolutely free!

What about follow-up?

The sooner you contact an interested prospect, the greater your chances of closing the sale. Just remember, when you meet the flood insurance needs of your new customers, we'd like to know about it! So share your results with us when we call you.

And don't forget: 25% to 30% of flood insurance claims come from areas considered low risk. So even people who don't live in a floodplain can be prospects for flood insurance.

How do I sign up?

O.M.B. No 3067-0267,
expires June 30, 1998

Just fill in the application below and fax it to (301) 209-4905 or (301) 209-4904.

National Flood Insurance Leads Program, Federal Emergency Management Agency, 500 C Street, S.W., Washington, D.C. 20472.

And if you have any questions, give us a call at 1-800-720-1093.

Free National Flood Insurance Leads Program Application

Yes, I want to receive free leads from NFIP's advertising campaign.

Agent signature	
Name (Please print clearly)	
Agency name	
Address	
City	
State	
Zip	
Phone#	
Fax#	

Agent Tax ID#	
How you want to receive leads. Circle choice.	Phone or fax
Leads should go to this #	
Zip codes prospected (within immediate area)	
NFIP flood insurance written through the following companies:	



We can't replace your memories, but we can help you build new ones.

Thank you for participating.