

Building a Culture of Preparedness

Resources for Real Estate Professionals

The following collection of materials includes resources, webpages, fact sheets, infographics, and publications available for use by real estate professionals and lenders. Professionals can use the materials to promote the financial protection flood insurance offers and explain various flood insurance requirements to homeowners and business owners.

Title	Description/Purpose	Location
A Real Estate Professional's Guide to Discussing Flood Insurance	Guide to help real estate professionals discuss flood insurance with their customers	FloodSmart.gov/real-estate-professionals-guide
NFIP Door Hanger	Door hanger, print-ready version, for agents to share with current and future clients	FloodSmart.gov/nfip-door-hanger
The Cost of Flooding Tool	Interactive tool to see how much flood damage – even from just a few inches of water – could cost	FloodSmart.gov/flood-insurance-cost/calculator
Be Prepared for a Flood	Factsheet on how to stay safe before, during, and after a flood	FloodSmart.gov/be-prepared
Flood Social Media Toolkit	Website with social media resources	Ready.gov/flood-toolkit
12 Ways to Prepare	A postcard with 12 steps you can take to be more prepared	FloodSmart.gov/12-ways
Document and Insure Your Property	Document outlining specific steps you can take to document and insure your valuables before a disaster	FloodSmart.gov/document-insure
Emergency Financial First Aid Kit	A resource to help you create a record of important household information including identification, financial and legal documents, medical information, and contacts	FloodSmart.gov/emergency-first-aid-kit



FEMA

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Insurance Moonshot Starter Kit	A package of key messages and communication templates that can be used to promote the value of flood insurance in disaster recovery	FloodSmart.gov/insurance-moonshot-kit
Why Buy Flood Insurance	Webpage (NFIP consumer site) detailing the importance of flood insurance and answers to some commonly asked questions about flood insurance	FloodSmart.gov/why/why-buy-flood-insurance
How to Buy Flood Insurance	Webpage (NFIP consumer site) detailing how to purchase flood insurance and how to find an insurance provider	FloodSmart.gov/flood-insurance/buy
How Can I Pay Less for My Flood Insurance	Webpage (NFIP consumer site) with information to help reduce how much you pay for your flood insurance policy through mitigation and other factors	FloodSmart.gov/costs/how-can-i-pay-less-for-my-flood-insurance
Before and After a Flood	Webpage (NFIP consumer site) with information on how to start a flood insurance claim, and tips on what you can do before and after experiencing a flood	FloodSmart.gov/flood/document-damage-and-start-clean-up
FEMA Flood Map Service Center	Public source for flood hazard information to find your official flood map and learn more about your flood risk	msc.fema.gov/portal/home
FEMA Data Visualization tool	Historical Flood Risk and Costs – Webpage shows interactive data to promote understanding of historical flood risk and potential flood-related costs	FloodSmart.gov/data-visualization-tool
For Agents FloodSmart.gov	Main Flood Insurance info page for insurance agents	Agents.FloodSmart.gov
FloodSmart.gov – NFIP Marketing Resource Library	Flood Insurance programmatic and marketing materials	Agents.FloodSmart.gov/Resource-Library
Preferred Risk Policy	Details on lower-cost flood insurance through a preferred risk policy	Agents.FloodSmart.gov/converting-to-lower-cost-preferred-risk-policies