



## Building a Culture of Preparedness Resources for Real Estate Professionals

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The following materials comprise a collection of resources, webpages, fact sheets, infographics and publications available to help real estate professionals and lenders make the case to homeowners and business owners that flood insurance is an important investment, and to help explain the flood insurance requirements that may exist for their property.

Title	Description/ Purpose	Location
<b>Be Prepared for a Flood</b>	Factsheet on how to stay safe before, during, and after a flood.	<a href="https://www.fema.gov/media-library-data/1522342356506-54bd8d92d0d0d07bca4c1250ebde2b21/Flood_508.pdf">https://www.fema.gov/media-library-data/1522342356506-54bd8d92d0d0d07bca4c1250ebde2b21/Flood_508.pdf</a>
<b>Flood Social Media Toolkit</b>	Website with social media resources	<a href="https://www.ready.gov/flood-toolkit">https://www.ready.gov/flood-toolkit</a>
<b>12 Ways to Prepare</b>	A postcard with 12 steps you can take to be more prepared.	<a href="https://www.fema.gov/media-library-data/1530561144404-0d4a7cb324751cc0bd842a8ce970b03c/12Way_sPostcard_6x9_DoubleSided_070218_v12.pdf">https://www.fema.gov/media-library-data/1530561144404-0d4a7cb324751cc0bd842a8ce970b03c/12Way_sPostcard_6x9_DoubleSided_070218_v12.pdf</a>
<b>Document and Insure Your Property</b>	Document outlining specific steps you can take to document and insure your valuables before a disaster.	<a href="https://www.fema.gov/media-library-data/1530828089051-74961f5a5be0fc0d39be68d9544f5f6c/P1097_DocumentAndInsureYourProperty_070318.pdf">https://www.fema.gov/media-library-data/1530828089051-74961f5a5be0fc0d39be68d9544f5f6c/P1097_DocumentAndInsureYourProperty_070318.pdf</a>
<b>Emergency Financial First Aid Kit</b>	A resource to help create a record of important household info including identification, financial and legal documents, medical info, and contacts.	<a href="https://www.fema.gov/media-library/assets/documents/96123">https://www.fema.gov/media-library/assets/documents/96123</a>
<b>Q&amp;A about Flood Insurance for Real Estate Professionals</b>	A series of common questions and answers about flood insurance for real estate professionals.	<a href="https://www.fema.gov/media-library-data/1513020041185-2363137f661f57eb3e6846958e857579/F-435_508_01Dec17.pdf">https://www.fema.gov/media-library-data/1513020041185-2363137f661f57eb3e6846958e857579/F-435_508_01Dec17.pdf</a>
<b>Insurance Moonshot Starter Kit</b>	A package of key messages and communication templates that can be used to promote the value of flood insurance in disaster recovery.	<a href="https://www.fema.gov/media-library/assets/documents/166428">https://www.fema.gov/media-library/assets/documents/166428</a>
<b>Why Buy Flood Insurance</b>	Website on the NFIP and common flood insurance facts.	<a href="https://www.fema.gov/national-flood-insurance-program/">https://www.fema.gov/national-flood-insurance-program/</a>

<b>How to Buy Flood Insurance</b>	How to purchase flood insurance and common questions for insurance agents.	<a href="https://www.floodsmart.gov/how/how-do-i-buy-flood-insurance">https://www.floodsmart.gov/how/how-do-i-buy-flood-insurance</a>
<b>Preferred Risk Policy</b>	Details on lower cost flood insurance through a preferred risk policy.	<a href="https://www.fema.gov/media-library/assets/documents/17576">https://www.fema.gov/media-library/assets/documents/17576</a>
<b>How Can I Pay Less for My Flood Insurance</b>	Webpage with information to help reduce how much you pay for your flood insurance policy through mitigation and other factors.	<a href="https://www.floodsmart.gov/costs/how-can-i-pay-less-for-my-flood-insurance">https://www.floodsmart.gov/costs/how-can-i-pay-less-for-my-flood-insurance</a>
<b>What to do After a Flood</b>	Factsheet with information on what to know about filing a flood insurance claim, and tips on what you can do before your flood insurance adjuster visits the property.	<a href="https://www.fema.gov/media-library/assets/documents/136023">https://www.fema.gov/media-library/assets/documents/136023</a>
<b>FEMA Flood Map Service Center</b>	Public source for flood hazard information to find your official flood map and better understanding flood risk.	<a href="https://msc.fema.gov/portal/home">https://msc.fema.gov/portal/home</a>
<b>FEMA Data Visualization tool</b>	Historical Flood Risk and Costs – Webpage shows interactive data to better understand historical flood risk and potential flood-related costs	<a href="https://www.fema.gov/node/296695">https://www.fema.gov/node/296695</a>
<b>For Agents FloodSmart.gov</b>	Main Flood Insurance info page for insurance agents	<a href="https://agents.floodsmart.gov/">https://agents.floodsmart.gov/</a>
<b>FloodSmart.gov – NFIP Marketing Resource Library</b>	Social Media Tools for Flood Insurance	<a href="https://agents.floodsmart.gov/Resource-Library">https://agents.floodsmart.gov/Resource-Library</a>
<b>FloodSmart.gov</b>	NFIP's consumer webpage	<a href="https://www.floodsmart.gov/">https://www.floodsmart.gov/</a>

