



November 22, 2024

The Honorable Deanne Criswell  
Administrator  
Federal Emergency Management Agency  
500 C Street, SW  
Washington, DC 20024

Dear Administrator Criswell,

On behalf of 1.5 million members, thank you for the opportunity to meet in person with FEMA Assistant Administrator Jeff Jackson at NAR's 2024 NXT conference in Boston, MA. Over two days, Mr. Jackson briefed thousands of real estate leaders on flood insurance issues across nearly a dozen member committees, regional vice president meetings, a "hot topics" roundtable, a newsmaker interview, and numerous smaller meetings. The member feedback was uniformly positive. Even the members facing the most poignant flood challenges walked away with a new appreciation of the tough job FEMA must do with limited resources while responding to major disasters, closing the flood insurance gap, and building a more resilient nation for the future.

Mr. Jackson's meeting coincided with FEMA and NAR's renewal of our Memorandum of Agreement (MOA) to collaborate and contribute to public awareness about the importance of flood resiliency and insurance. Most notably, that agreement outlines our commitment to:

- Meeting regularly and sharing information about our mutual efforts to educate the nation and sharpen outreach, communications, and messaging to help consumers make informed decisions;
- Reviewing, strengthening, and co-branding educational materials and resources for property owners and buyers, including a comprehensive toolkit on disaster preparedness; and
- Collaborating on ways to more effectively disseminate this information using our combined communications channels and social media networks.

NAR's members were thrilled to have the opportunity to interact personally with Mr. Jackson and his team of tireless, hard-working professionals who spent dozens of hours preparing presentations, answering member questions, providing comprehensive, top-quality data analysis, and receiving feedback from and connecting NAR members with invaluable FEMA resources. The members acknowledge Mr. Jackson's extraordinary decision to travel to Boston during such a busy, above-normal natural disaster year. We value the productive, long-standing relationship with the agency, going back to our collaboration on Map Modernization, the Office of Flood Insurance Advocate, and NFIP's new risk rating methodology.


Again, thank you for renewing FEMA's critical partnership with NAR. REALTORS® look forward to continuing to work with you and the agency to help educate and protect the nation's property owners and consumers. Please let us know if you have any questions or if we can be of additional assistance.

Sincerely,

*Kevin M. Sears*

2024 President, National Association of REALTORS®

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