



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

FEMA

W-04004

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and
NFIP Servicing Agent

FROM: WYO Clearinghouse

DATE: January 16, 2004

SUBJECT: NFIP Marketing and Advertising Campaign

On December 31, 2003, the NFIP Telephone Response Center's responsibilities transferred to the new marketing and advertising contractor, J. Walter Thompson.

Insurance agents wishing to participate in the NFIP Leads Program or make changes to existing applications in the database should fax a completed application to **321-978-0333**. Once your efax is received at the Telephone Response Center, you will receive a telephone confirmation. The form can be retrieved at <http://docnet/fema.gov>, FEMA Form 81-95, NFIP Leads Program Application.

If you are already participating in the NFIP Leads Program, there is no need to take any further action. Your information is already included on the database, and you will continue to receive leads as they become available.

If you have questions or need further assistance, please contact Carolyn Goss at 202-646-3468.

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee, Government Technical Representative

Suggested Routing: Marketing and Underwriting

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