



FEMA

W-04094

November 23, 2004

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

FROM: WYO Clearinghouse

SUBJECT: Important Updates—FloodSmart Winback and Retention Mailings

The Winback and Retention Mailings Programs are under way. Below is an updated schedule for your review, to keep you up to date on the status of the Winback and Retention Mailings and data requests for WYO companies and vendors.

Mailing Date	Policy Expiration Window
Wednesday, January 12, 2005	January 26-February 28, 2005
Tuesday, February 15, 2005	March 1-31, 2005

Winback Mailing: The Winback mailing has been revised to mail to the insured property address rather than the policyholder's name and mailing address. For the mailing, J. Walter Thompson will use data from the Policies in Force database. This significantly reduces the time and effort required from the vendors and WYO companies.

Retention Mailing: J. Walter Thompson has been working closely with the vendors to keep them current on data requirements and deadlines. Because of printing delays, the data due dates have been adjusted. Currently, all participating vendors have received the sample data and established their FTP sites and transfer protocols.

If you have questions about the programs, please send them to floodsmart@ogilvypr.com.

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

Suggested Routing: Marketing, Underwriting