



**FEMA**

W-08015

March 17, 2008

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

FROM: WYO Clearinghouse

SUBJECT: FloodSmart.gov Redesign

Please see the following announcement from the FloodSmart Team about the launch of the redesigned FloodSmart.gov website.

We are pleased to announce the launch of the new and improved FloodSmart.gov website on Thursday the 13th, 2008! The primary goal of the redesign is to make it easy for potential policyholders to learn more about flood insurance and contact flood insurance agents.

This redesigned site delivers on the FloodSmart.gov brand promise, incorporates a design that is centered on the people likely to purchase and is integrated with the FloodSmart campaign look and feel. As part of the core redesign mission, three of the FloodSmart tools (Find an Agent, Determine Your Flood Risk and the Premium Estimator) have now been combined into a single web site tool, making it even easier for visitors to get the information they need.

Please click the link below to visit the new site!

[www.floodsmart.gov](http://www.floodsmart.gov)

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: Marketing, Underwriting