



FEMA

W-13010

February 19, 2013

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

FROM: NFIP Clearinghouse

SUBJECT: 2012 FloodSmart Award Deadline

The following will provide the guidance and criterion needed to nominate an insurance agent for the FloodSmart Award, which will be presented at the 2013 National Flood Conference (NFC) on Tuesday, May 7, 2013 during the awards reception.

The FloodSmart Award is given to an insurance agent who is actively using the FloodSmart tools, such as the Referral Program, Co-op Program, the agent suite of in-office materials (e.g., window clings, stickers, etc.), and other resources to effectively market flood insurance in his or her local area.

Agents can nominate themselves by sending a description of how they've successfully utilized the tools and other strategies to encourage their customers to obtain policies. Previous winners have provided detailed information about their marketing efforts in the past year and basic information about policy sales volume. Applicants are encouraged to share examples of how their commitment to marketing and selling flood insurance has not only helped protect their customers financially, but also contributed to building their business overall.

**Nominations should be emailed by March 20, 2013 to [awards@nfipfloodsmart.com](mailto:awards@nfipfloodsmart.com).**

For more information regarding this year's conference, please visit the NFC homepage at:

<http://www.nfipiservice.com/NFC/nfc2013/index.html>.

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: Accounting, Claims, Data Processing, Marketing, Underwriting