



Free Flood Insurance Leads ...if you renew or sign up now!



**NATIONAL
FLOOD
INSURANCE
PROGRAM**

The Cover America campaign is helping increase awareness of floods and flood insurance, and generating responses from people who not only want more information, but who want to buy a policy. **These people can be referred to you!** All you have to do is sign up or renew your information for the NFIP Leads Program.

How are leads generated?

About 18% of those who call the NFIP as a result of the Cover America campaign are referred to an insurance agent--either their own agent or to one in the NFIP Leads Program database.

How do I get the information about leads?

We will provide you with the name, address, and telephone number of consumers in your area who contact the NFIP for more information and request the name of an insurance agent who writes flood insurance in their zip code. You will get this information by telephone or fax--whichever you prefer.

What if other leads program agents write in the same zip codes that I do?

Agent names provided through telephone referrals are automatically rotated among agents who service the same zip code.

How many leads will I get?

You may receive several over the course of a year, or you may not receive any. However, NFIP is offering a new way for leads program agents get referrals (see below).

What do I get by signing up or renewing my application?

In addition to the free flood insurance leads of people who contact the NFIP, your agency will be listed--absolutely free--in the new Locator System on the NFIP website. This system, anticipated to be operational in summer 2002, will allow people to search for insurance agencies* and Write Your Own companies by zip code.

What about follow-up?

The sooner you contact an interested prospect, the greater your chances of closing the sale. When you meet the flood insurance needs of your new customers, share your results with us when we call you!

** Insurance agencies of the agents who sign up for the NFIP Leads Program will be included in the Locator System on the NFIP website.*

Sign Me Up or Renew My Application!

*O.M.B. No. 3067-0293
Expires October 31, 2004*

To sign up or renew your application for the NFIP Leads Program, simply complete the application below and fax it to 301-209-4905 or 301-209-4904. You may also send it to NFIP Leads Program, Federal Emergency Management Agency, 500 C Street, SW, Washington, DC 20472. If you have any questions, please call us at 1-800-720-1093.

- New application Renewed application

Agent Signature	
Agent Name <i>(print clearly)</i>	
Agency Name	
Address	
City	
State	
Zip	
Phone number	
Fax number	

E-mail	
Web Address	
How do you want to receive leads <i>(check one)</i>	<input type="checkbox"/> Phone or <input type="checkbox"/> Fax
Send my lead to this number	
Zip codes prospected	
NFIP flood insurance written through these insurance companies	

Paperwork Burden Disclosure Notice

Public burden for this form is estimated to average 2 minutes per response. Burden means the time, effort, and financial resources expended by persons to generate, maintain, retain, disclose, or to provide information to us. You may send comments regarding the burden estimate or any aspect of the form, including suggestions for reducing the burden to: Information Collections Management, Federal Emergency Management Agency, 500 C Street, SW, Washington, DC 20472, Paperwork Reduction Project (3067-0293). You are not required to respond to this collection of information unless a valid OMB number appears in the upper right corner of this form. Please do not send your completed form to the above address.