

**FOR AGENTS**

## **Resources for Marketing & Selling Flood Insurance from the National Flood Insurance Program**



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**Agents.FloodSmart.gov**



## Visit the NFIP Marketing Resource Library.

Looking for turn-key marketing resources to reach new and existing clients? The NFIP resource library has customizable post cards, ready-to-use fact sheets, social graphics, videos, and more that you can use to communicate the importance of purchasing flood insurance. Visit the Marketing Resource Library at [Agents.FloodSmart.gov/resourcelibrary](https://agents.floodsmart.gov/resourcelibrary).



## Sign Up for Email Updates.

The NFIP sends monthly updates to agents and insurance providers with the latest flood insurance news and marketing materials. Join our mailing list and encourage other agents to sign up and stay up to date on flood insurance. Sign up for the latest news at [Agents.FloodSmart.gov/signup](https://agents.floodsmart.gov/signup).



## Participate in NFIP Marketing Campaigns.

The NFIP runs marketing campaigns throughout the year, encouraging customers to renew their flood insurance or to purchase a policy before flooding occurs. Visit [Agents.FloodSmart.gov](https://agents.floodsmart.gov) to learn if an NFIP marketing campaign is happening in your community and to download marketing resources to participate campaigns. Coordinating your marketing efforts with NFIP marketing campaigns amplifies your efforts, growing your business and protecting your clients. Learn more about the NFIP's current campaigns and how to get involved at [Agents.FloodSmart.gov/marketingcampaigns](https://agents.floodsmart.gov/marketingcampaigns).

## Agents.FloodSmart.gov

Visit [Agents.FloodSmart.gov](https://agents.floodsmart.gov) for the latest resources from the National Flood Insurance Program (NFIP) to sell, write, and service flood insurance policies.

With regularly updated marketing information, best practices, and resources, [Agents.FloodSmart.gov](https://agents.floodsmart.gov) is a one-stop-shop for flood insurance agents looking to stay up to date and grow their flood insurance portfolio.



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