

FloodSmart Agent Referral Program

Highlights and Registration Guide

Agent Referral Program

FloodSmart, the marketing and education campaign of the National Flood Insurance Program (NFIP), was developed to alert customers to their flood risk and encourage them to contact their agent to purchase flood insurance. If they do not have an agent, they can visit FloodSmart.gov or call a toll-free number to be connected with an agent in the Agent Referral Program.

Agents.FloodSmart.gov offers agents a number of valuable tools and resources to help you communicate important messages about flood insurance to prospective and existing clients. But it all starts with the Agent Referral Program, which provides free, qualified leads to agents. These leads can turn into new clients, which will help to build your business.

How It Works

FloodSmart's marketing efforts include website, direct mail, online display, TV, and radio advertising, all of which feature a unique toll-free phone number consumers can call to reach the NFIP Referral Call Center. Our referral specialists can help callers in your area find you and transfer the call directly to you during business hours. A confirmation email will also be sent to you with the prospect's contact information.

Visitors to FloodSmart.gov are offered agent referrals in two ways. First, they can complete the **One-Step Flood Risk Profile** by entering their property address to determine their flood risk and estimated premium cost. Also included in their profile will be contact information for agents in their area. Visitors also can access our **Agent Locator** to find local insurance agents.

FloodSmart mails 8 to 10 million pieces of direct mail a year. Each acquisition piece provides two agent referrals based on the recipient's ZIP code and listed at random.

How to Enroll

1. Visit Agents.FloodSmart.gov to create your agent profile for the Agent Referral Program.
2. Submit proof of at least 2 hours of flood insurance training completed within the past 2 years by uploading it directly to your profile. All forms of training are accepted as long as the certificate shows the course name, instructor or organization name, and course length. Continuing Education training is not required to be eligible for registration.
3. Once a FloodSmart administrator has reviewed your proof of training, you will receive a welcome email and be activated as a FloodSmart Referral Agent.
4. To maintain eligibility, submit a new certification of completion every 2 years. FloodSmart will send a reminder notice approximately 6 months prior to expiration.

Step-by-Step FloodSmart Agent Profile Guide

Follow the steps in the following pages to create your FloodSmart Referral Agent profile. If you have questions or technical problems, please call 888-379-9531 or email support@nfipfloodsmart.com.



STEP 1:

Go to Agents.FloodSmart.gov and click on "Register Here."

The screenshot shows the homepage of Agents.FloodSmart.gov. At the top, there is a navigation bar with links for Home, News, Contact FloodSmart, Search, and a search input field. To the right of the search bar are links for Text Size and Quick Links. The main header features the Agents.FloodSmart.gov logo and two buttons: "Log In" for existing agents and "Register Here" for new users. A red arrow labeled "STEP 1" points to the "Register Here" button. Below the header is a horizontal menu with links for FloodSmart Agent Offerings, Selling Flood Insurance, Marketing Flood Insurance, Managing Policies, and Resource Library. The main content area has a large banner with the text "Get FloodSavvy" and "Protect your clients. Build your business. Learn to speak flood." Below this text is a "Register Now" button and an illustration of a house partially submerged in water. At the bottom of the page, there are three columns of content: "Protect Your Clients" with the sub-header "Why Sell Flood Insurance?", "Get Free Leads" with the sub-header "Become a FloodSmart Agent", and "Stay Informed" with the sub-header "News You Can Use". Each column includes a brief description and a button to learn more or check it out.

STEP 2:

Fill out the requested information and click "Next."

Home News Contact FloodSmart Search Keywords > Text Size Quick Links

Agents.FloodSmart.gov
A FloodSmart site for NFIP agents

[existing agents Log In](#) [new users Register Here](#)

Recently, you may have heard about a new internet security weakness, known as [Heartbleed](#), which is impacting some websites. There is no indication that Heartbleed has been used against agents.floodsmart.gov or that any personal information has ever been at risk. However, we are resetting current passwords out of an abundance of caution to ensure the protection of your information. Use the [Forgot Password](#) feature to reset your password.

FloodSmart Agent Offerings Selling Flood Insurance Marketing Flood Insurance Managing Policies Resource Library

Agent Registration

Map Update Schedule
Keep track of flood map updates.
Updated February 6, 2014

When you register, you'll have access to all the important information on the site—plus, access to advertising tools, templates, and partial reimbursement of your marketing cost through the free, qualified leads from the Agent Referral Program.

A Note About Training
Proof of flood insurance training must be submitted every 2 years to stay active in the Agent Referral Program. A certificate—showing flood class name, agent name, class date, trainer, and training company—should be submitted to certificates@nfipfloodsmart.com for verification.

> [Learn more about training requirements](#)
> [Not trained? Find training locations](#)

Agent Profile **Referral Program**

Email Address * This will be your login id.

Confirm Email Address *

Password *

Confirm Password *

First Name *

Last Name *

Subscribe to the 'Let's Talk Flood' Newsletter Yes, please! No, thank you.

[Next >](#)

STEP 3:

Click “Yes, I would like to participate” to sign up for the Referral Program.

All agents are required to complete 2 hours of flood training every 2 years. You must be able to select “Yes” to continue with the referral registration. You are required to upload a certificate of completion to FloodSmart.

STEP 4:

Fill in the requested information and click “Submit & Continue.”

Map Update Schedule
Keep track of flood map updates.
Updated February 6, 2014



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A Note About Training
Proof of flood insurance training must be submitted every 2 years to stay active in the Agent Referral Program. A certificate—showing flood class name, agent name, class date, trainer, and training company—should be submitted to certificates@infofloodsmart.com for verification.

- > Learn more about training requirements
- > Not trained? Find training locations

Agent Registration

Agent Profile | Referral Program

Let FloodSmart grow your business with free qualified leads! The information below will be listed on your agent profile and shared with prospective clients through FloodSmart.gov, the FloodSmart Direct Mail Program and the NFIP Call Center.

Would you like to receive referrals from the FloodSmart Agent Referral Program?
 Yes, sign me up.
 Yes, I would like to participate.

[FloodSmart webpage pilot program](#)

Agency Name *

Agency Address *
Address 1
Address 2
City * - Select -
ZIP/Postal

[ANFI](#) Certified Yes No

Are you licensed to sell insurance nationally? Yes No

List all the ZIP codes in which you do business [Auto-Populate](#)

| | |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |

[+ Add More](#)

License # * State * - Select -

Specializations Residential Rental
 Commercial Other

Business Hours

[Select Hours](#)

Direct Phone Number *

Phone Number 2 Office

Website Address

Display Email

Date of Training *

Certificate Submitted by





[Back](#)

[Submit & Continue](#)