

2019 Annual Report
Florida Market Assistance Plan

About FMAP

The Florida Market Assistance Plan (FMAP) is a program authorized by the Florida Legislature (627.3515, Florida Statutes) to help Florida property owners find and obtain private market insurance. The FMAP Board of Governors is comprised of the same members as the Board of Governors for Citizens Property Insurance Corporation (Citizens). FMAP is funded by Citizens and by an annual assessment of residential property insurers. FMAP operates according to statutory requirements created by the Florida Legislature and a *Plan of Operation* approved by its board and the Florida Office of Insurance Regulation (OIR).

Operations

FMAP functions primarily as a referral program that aligns consumer property coverage needs with agents and property insurers writing private market residential property insurance coverage. FMAP is operated by Citizens at its Tallahassee corporate headquarters. Customer support for inbound calls is managed by a third-party vendor.

Referral Program

FMAP's free online referral program for personal residential property insurance was designed to help consumers find insurance in the private market and reduce the number of applications for Citizens coverage. FMAP consumers answer 25 questions about their property by completing a questionnaire at www.fmap.org or by calling FMAP at 800.524.9023. Property information is matched with participating agents who are licensed and appointed with insurance carriers actively writing in Florida. Agents are alerted to new leads via email and can access their results any time to provide quotes to consumers.

In 2019, FMAP received 9,886 requests from consumers seeking residential property insurance. Participating agents reported placing 1,483 customers into the private market. This conversion rate of 15.0 percent was higher than the 13.7 percent conversion rate from 2018.

The following table provides a summary of referral program requests received from 2010 through 2019 and the estimated exposure placed in the private market:

Calendar Year	Request Received	Offers Accepted	Requests Converted	Exposure Placed in Private Market
2010	14,024	2,332	16.6%	\$ 641,387,304
2011	19,485	2,119	10.9%	\$ 557,982,533
2012	28,902	2,006	6.9%	\$ 568,579,477
2013	37,007	2,781	7.5%	\$ 773,273,001
2014	29,984	2,981	9.9%	\$ 779,747,346
2015	15,905	1,786	11.2%	\$ 383,965,959
2016	9,799	1,155	11.8%	\$ 262,643,946
2017	8,449	1,001	11.8%	\$ 229,359,875
2018	8,776	1,204	13.7%	\$ 298,139,468
2019	9,886	1,483	15.0%	\$ 348,071,045

Table 1: Annual requests received, offers accepted, percent converted and exposure

Requests by County

The following table shows the number of requests and offers per county and the percentage of requests converted to the private market:

2019 - County Requests and Placements				2019 - County Requests and Placements			
County Requested	Number of Requests	Offers Made and Accepted	Percent Converted	County Requested	Number of Requests	Offers Made and Accepted	Percent Converted
Alachua	73	17	23.3%	Lee	372	42	11.3%
Baker	6	2	33.3%	Leon	96	14	14.6%
Bay	136	22	16.2%	Levy	56	6	10.7%
Bradford	6	1	16.7%	Liberty	1	-	0.0%
Brevard	348	42	12.1%	Madison	7	2	28.6%
Broward	1,099	174	15.8%	Manatee	155	21	13.5%
Calhoun	5	-	0.0%	Marion	181	39	21.5%
Charlotte	113	15	13.3%	Martin	82	8	9.8%
Citrus	140	19	13.6%	Miami-Dade	908	98	10.8%
Clay	48	9	18.8%	Monroe	60	7	11.7%
Collier	177	15	8.5%	Nassau	46	6	13.0%
Columbia	26	5	19.2%	Okaloosa	55	7	12.7%
Desoto	19	2	10.5%	Okeechobee	17	4	23.5%
Dixie	23	2	8.7%	Orange	469	91	19.4%
Duval	305	57	18.7%	Osceola	167	28	16.8%
Escambia	96	18	18.8%	Palm Beach	686	124	18.1%
Flagler	57	10	17.5%	Pasco	527	64	12.1%
Franklin	12	4	33.3%	Pinellas	507	55	10.8%
Gadsden	29	7	24.1%	Polk	322	64	19.9%
Gilchrist	5	1	20.0%	Putnam	40	10	25.0%
Glades	15	4	26.7%	St. Johns	81	14	17.3%
Gulf	21	-	0.0%	St. Lucie	158	16	10.1%
Hamilton	5	1	20.0%	Santa Rosa	67	4	6.0%
Hardee	2	-	0.0%	Sarasota	219	26	11.9%
Hendry	24	3	12.5%	Seminole	209	45	21.5%
Hernando	206	29	14.1%	Sumter	70	13	18.6%
Highlands	58	7	12.1%	Suwannee	14	2	14.3%
Hillsborough	484	88	18.2%	Taylor	12	-	0.0%
Holmes	12	-	0.0%	Union	4	-	0.0%
Indian River	73	14	19.2%	Volusia	277	37	13.4%
Jackson	29	4	13.8%	Wakulla	26	6	23.1%
Jefferson	7	1	14.3%	Walton	40	5	12.5%
Lafayette	2	1	50.0%	Washington	21	4	19.0%
Lake	273	47	17.2%	TOTAL	9,886	1,483	15.0%

Table 2: County percentages

Requests by Year Built

Homeowners with properties built between 1969 and 1993 made the most requests for coverage in 2019 and placed the most requests in the private market:

Requested Property (Based on Year Built) and Requests Placed in Private Market						
Year Built	Number of Requests	Percent of Requests	Number Placed in Private Market	Percent Placed in Private Market	*Amount of Coverage A Placed in Private Market	*Amount of Coverage C Placed in Private Market
2009 - 2019 (0-10 yrs. old)	678	6.9%	111	16.4%	\$ 21,419,030	\$ 9,192,350
2004 – 2008 (11-15 yrs. old)	830	8.4%	146	17.6%	\$ 30,458,037	\$ 11,038,752
1994 - 2003 (16-25 yrs. old)	1,642	16.6%	300	18.3%	\$ 56,945,026	\$ 20,759,599
1969 - 1993 (26-50 yrs. old)	4,591	46.4%	654	14.2%	\$ 100,059,702	\$ 33,119,208
< 1968 (51 yrs. & older)	1,983	20.1%	249	12.6%	\$ 46,758,352	\$ 15,091,989
No Years Indicated**	162	1.6%	23	14.2%	\$ 2,142,000	\$ 1,087,000
Total Property Requested	9,886	100.0%	1,483	15.0%	\$ 257,782,147	\$ 90,288,898

*Coverage A + Coverage C as entered by agent when policy is bound.

**If the property is not owner-occupied or a condo, the year built is not required.

Table 3: Requests by year built

Requests by Property Type

Consumers seeking assistance in finding coverage for single-family dwellings continued to be the most successful FMAP users in 2019:

Requested Property Types and Property Requests Placed in Private Market						
Property Type	Number of Requests	Percent of Requests	Number Placed in Private Market	Percent Placed in Private Market	*Amount of Coverage A Placed in Private Market	*Amount of Coverage C Placed in Private Market
Apartments	61	0.6%	9	14.8%	\$ 1,564,658	\$ 313,329
Condos/ Unit Owners	758	7.7%	125	16.5%	\$ 7,822,294	\$ 3,182,750
Duplex	137	1.4%	18	13.1%	\$ 4,070,650	\$ 1,301,500
Houses	5,297	53.6%	964	18.2%	\$ 216,760,599	\$ 74,614,788
Mobile Homes	3,254	32.9%	299	9.2%	\$ 17,744,800	\$ 7,223,300
Townhouse	379	3.8%	68	17.9%	\$ 9,819,146	\$ 3,653,231
Total Property Requested	9,886	100.0%	1,483	15.0%	\$ 257,782,147	\$ 90,288,898

*Coverage A + Coverage C as entered by agent when policy is bound.

Table 4: Requests by property type

Requests by Construction Type

In 2019, consumers whose property had masonry construction were the majority of FMAP users:

Requested Construction Types and Requests Placed in the Private Market						
Construction Type	Number of Requests	Percent of Requests	Number Placed in Private Market	Percent Placed in Private Market	*Amount of Coverage A Placed in Private Market	*Amount of Coverage C Placed in Private Market
Aluminum	1,796	18.2%	145	8.1%	\$ 8,822,800	\$ 3,218,030
Frame	2,918	29.5%	406	13.9%	\$ 59,456,423	\$ 20,847,564
Masonry	4,805	48.6%	861	17.9%	\$ 175,674,001	\$ 61,900,593
Veneer	367	3.7%	71	19.3%	\$ 13,828,923	\$ 4,322,711
Total	9,886	100.0%	1,483	15.0%	\$ 257,782,147	\$ 90,288,898

*Coverage A + Coverage C as entered by agent when policy is bound.

Table 5: Requests by construction type

Policy Form Types Placed in the Private Market

In 2019, FMAP agents used policy form HO3 for most of the policies written into the private market.

Policy Form Type	Number of Form Types Placed in the Private Market	*Amount of Coverage A Placed in Private Market	*Amount of Coverage C Placed in Private Market	* Amount of Coverage Placed in Private Market
DP1	57	\$ 7,589,863	\$ 1,017,813	\$ 8,607,676
DP2	1	\$ 62,000	-	\$ 62,000
DP3	53	\$ 13,007,787	\$ 1,371,216	\$ 14,379,003
HO1	-	-	-	-
HO2	3	\$ 615,000	\$ 340,000	\$ 955,000
HO3	1,093	\$ 201,161,244	\$ 73,257,574	\$ 274,418,818
HO4	15	\$ 80,000	\$ 307,000	\$ 387,000
HO6	120	\$ 8,140,674	\$ 2,819,750	\$ 10,960,424
HO8	141	\$ 27,125,579	\$ 11,175,545	\$ 38,301,124
Total	1,483	\$ 257,782,147	\$ 90,288,898	\$ 348,071,045

*Coverage A + Coverage C as entered by agent when policy is bound.

Table 6: Policy Form Types

Top Companies Used to Place Property Requests

In 2019, Universal Property & Casualty Insurance Company placed 457 FMAP requests:

Top Companies Used to Place Properties	
Company Name	Total
Universal Property & Casualty Insurance Company	457
People's Trust Insurance Company	194
American Strategic Insurance Company	130
American Traditions Insurance Company	103
Foremost Insurance Company	102
United Property & Casualty Insurance Company	55
State National Insurance Company, Inc.	54
American Integrity Insurance Company of Florida	52
Safe Harbor Insurance Company	46

Table 7: Top active companies

Active Agents

The number of active FMAP agents during 2019.

Number of Active Agents	
January	359
February	357
March	357
April	361
May	360
June	353
July	289
August	282
September	285
October	245
November	254
December	239

Table 8: Number of Active Agents

Future Outlook and Promotion of FMAP

Ultimately, the success of FMAP lies not only in the customers it satisfies, but also in the amount of financial exposure FMAP is able to keep out of Citizens and place in the private insurance market. FMAP continues to review options to increase Citizens depopulation. FMAP continues to evaluate the effects of the Citizens Property Insurance Clearinghouse and its potential impact on FMAP.

Financial Overview

FMAP is funded by a \$450 annual assessment on residential property insurers. If additional funds are needed, Florida law requires Citizens to supplement the assessment funds. FMAP financials are audited annually by an independent auditor and reported to the FMAP Board and Florida Office of Insurance Regulation. We anticipate that future operational costs to maintain FMAP will be similar to those incurred in previous years.

ACTION ITEM

CONTRACT ID:	2019 FLORIDA MARKET ASSISTANCE PROGRAM (FMAP) ANNUAL REPORT
BUDGETED ITEM	N/A
CONTRACT AMOUNT	N/A
PURPOSE / SCOPE	Citizens is required by the Plan of Operation to file the FMAP Annual Report with the Office of Insurance Regulation (OIR) annually by July 1. This 2019 FMAP Annual Report is being provided and requires board approval prior to submission to the (OIR).
CONTRACT TERM(S)	N/A
PROCUREMENT METHOD	N/A
RECOMMENDATION	Citizens staff requests that the FMAP Board of Governors: <ul style="list-style-type: none">a) Approve the 2019 Florida Market Assistance Program (FMAP) Annual Report; anda) Authorize staff to take any appropriate or necessary action consistent with this Action Item for submittal to the OIR as required by the FMAP Plan of Operations.
CONTACTS	Kelly Booten, Chief Operating Officer