



Florida Market Assistance Plan (FMAP) Enhancements

June 28, 2021





Florida Market Assistance Plan (FMAP)

What is FMAP?

The Florida Market Assistance Plan (FMAP) is a program authorized by the Florida Legislature in 1985 to help Florida property owners obtain insurance coverage in the private market, as required by section 627.3515, Florida Statutes. Citizens' Board of Governors also serve as the FMAP Board of Governors.

There are currently two different programs under FMAP:

- **Online Referral Program:** The FMAP website, www.fmap.org, assists consumers in finding agents who may be able to offer them a personal residential policy with a licensed, private insurer in Florida.
- **Direct Referral Program:** This program is for consumers seeking assistance with other types of property and liability coverage not addressed in the Online Referral Program, such as commercial, boat, and aircraft risks.

FMAP Funding: 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.

Requests by Property Type

Consumers seeking assistance in finding coverage for single-family dwellings continued to be the most successful FMAP users in 2020:

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	53	0.5%	2	3.8%	\$124,000	\$45,000
Condos/ Unit Owners	816	7.7%	89	10.9%	\$6,460,656	\$3,252,557
Duplex	146	1.4%	21	14.4%	\$4,721,687	\$1,011,250
Houses	6,561	62.2%	756	11.5%	\$182,349,382	\$66,023,986
Mobile Homes	2,509	23.8%	264	10.5%	\$14,170,359	\$5,031,185
Townhouse	461	4.4%	55	11.9%	\$10,198,663	\$4,288,850
Total Property Requested	10,546	100.0%	1,187	11.3%	\$218,024,747	\$79,652,828

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



Drive More Requests



Drive More Success

Consumers who have a need for property insurance engage FMAP.org and enter contact information, complete 20 property data questions and provide a “need by” date.

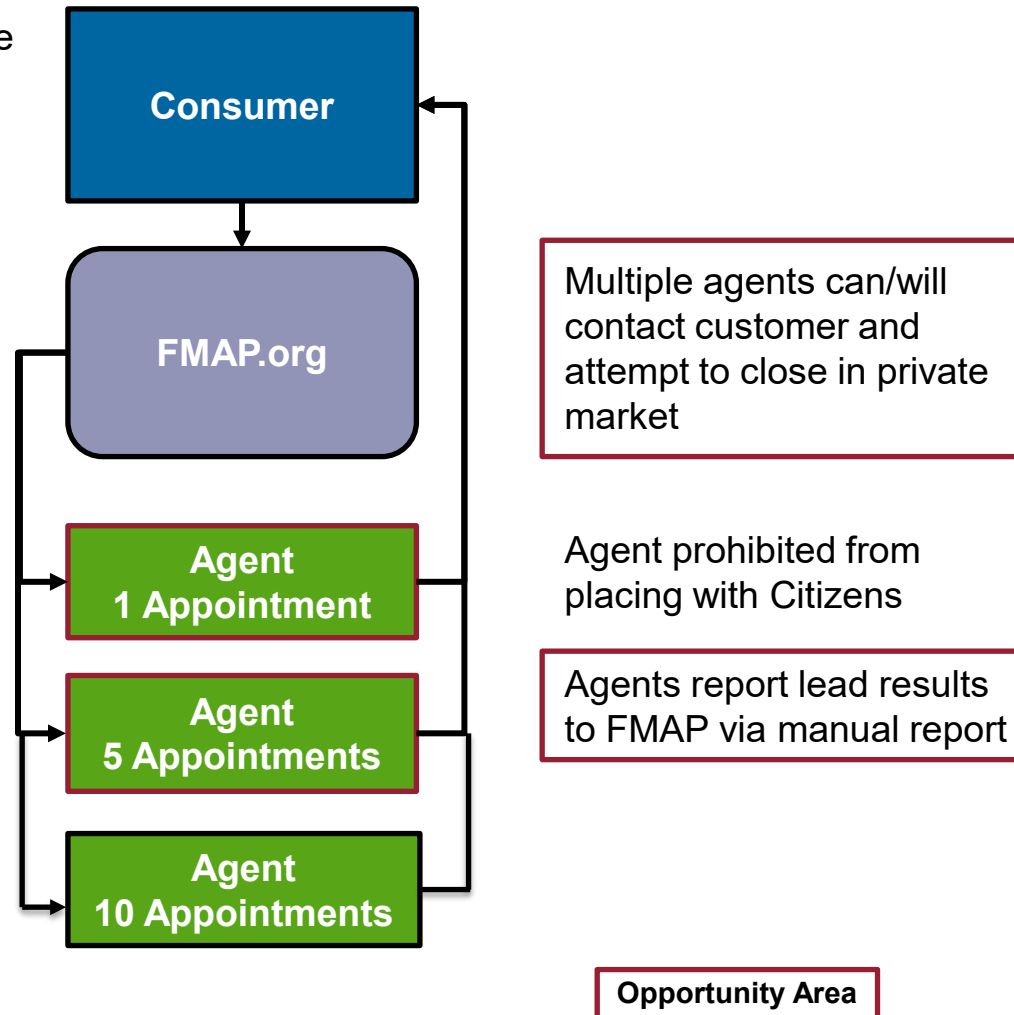
FMAP.org creates “Lead” that is sent to agents with matching lead criteria.

Agents subscribe to FMAP leads and selects lead criteria based on 20 questions and “need by” date

Minimum Carrier Appointment: 1

2020 Results:

- **Requests:** 10,542
- **Private Market Placements:** 1,187
- **Agents Participating:** 287
- **Carriers Participating:** 0



Proposed Enhancements

Timeline

Consumer

Increase Program Visibility

- Target realtors, mortgage brokers and OIR
- Implement social media and public radio messaging
- Google search optimization

July-December

FMAP.org

Enhance Consumer/Agent Experience

- Pre-filling 20 questions/property data based on property address

Q4 2021
(If Existing Svcs)

Agents with
10+ Appointments

Increase Agent Effectiveness

- Increase Required Appointments to 10+
(FMAP BOG Approval)

Q3 2021

All Counties
Connected

Increase Agent Value Proposition/Participation

- Lead Exclusivity
- Provide Lead with Pre-Fill Data
- Increase Participation In Counties with 0 Agent Coverage (29 counties)

Q4 2021

Recruit Companies

Increase Program Effectiveness

- Recruit Companies to Participate

Q3 2021

New Business Eligibility Re-Imagined

Current Reality

- Current FMAP process does not provide the consumer with information on eligibility or premium, it's only a lead generation tool, directed to agents
- Current Clearinghouse process does not expose new business risks to all carriers an agent is appointed with, reducing our confidence that risks have been presented to the widest market available to the agent:
 - Currently 11 carriers participating vs. 40 carriers actively writing new business
 - Only 3.6% of new business presented to Clearinghouse is deemed ineligible

Opportunity

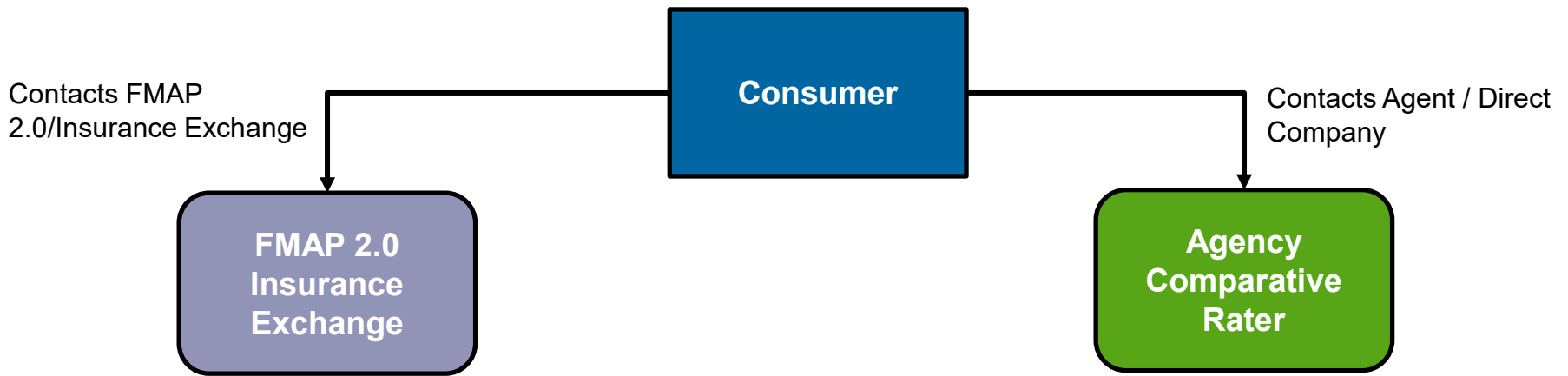
- Clearinghouse contract renewal in 8/2023 presents an opportunity to “re-imagine” how the Clearinghouse process is applied to new business risks

Proposal

- Develop a new platform/process/program for New Business eligibility would have this Guiding Principle:
 - Insure that, before a home is submitted to Citizens, its primary characteristics have been evaluated against all carriers an agent is appointed with.
 - Consumers without an existing agent will have the ability to use FMAP 2.0 to match their home to a carrier and an agent representing that carrier

New Business Eligibility Re-Imagined

Consumer has a need for Property Insurance



- Establishes Account for Customer/Property
- Pre-Fills Property Data
- Presents Additional Qualifying Questions
- Contains all available eligibility / premiums
- Returns options for Consumer to pursue

- Agent/Company enters risk information into their Comparative Rater.
- Comparative Rater compares risk to all available companies agent is appointed with
- Comparative Rater determines NB eligibility
- Agent presents best option for consumer

Intended Benefits

- **The Key Results / Outcomes Would Be:**
 - FMAP
 - Drive consumers to "open companies" for price comparisons
 - Provide "open companies" access to consumer demand.
 - Clearinghouse
 - Improves the integrity of New Business comparison pricing and eligibility
 - Improves agent satisfaction vs. current Clearinghouse New Business process
 - Potential to reduce costs/fees associated with New Business Clearinghouse