



Exposure Reduction Initiative Update

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Market Services





Exposure Reduction Program Roadmap

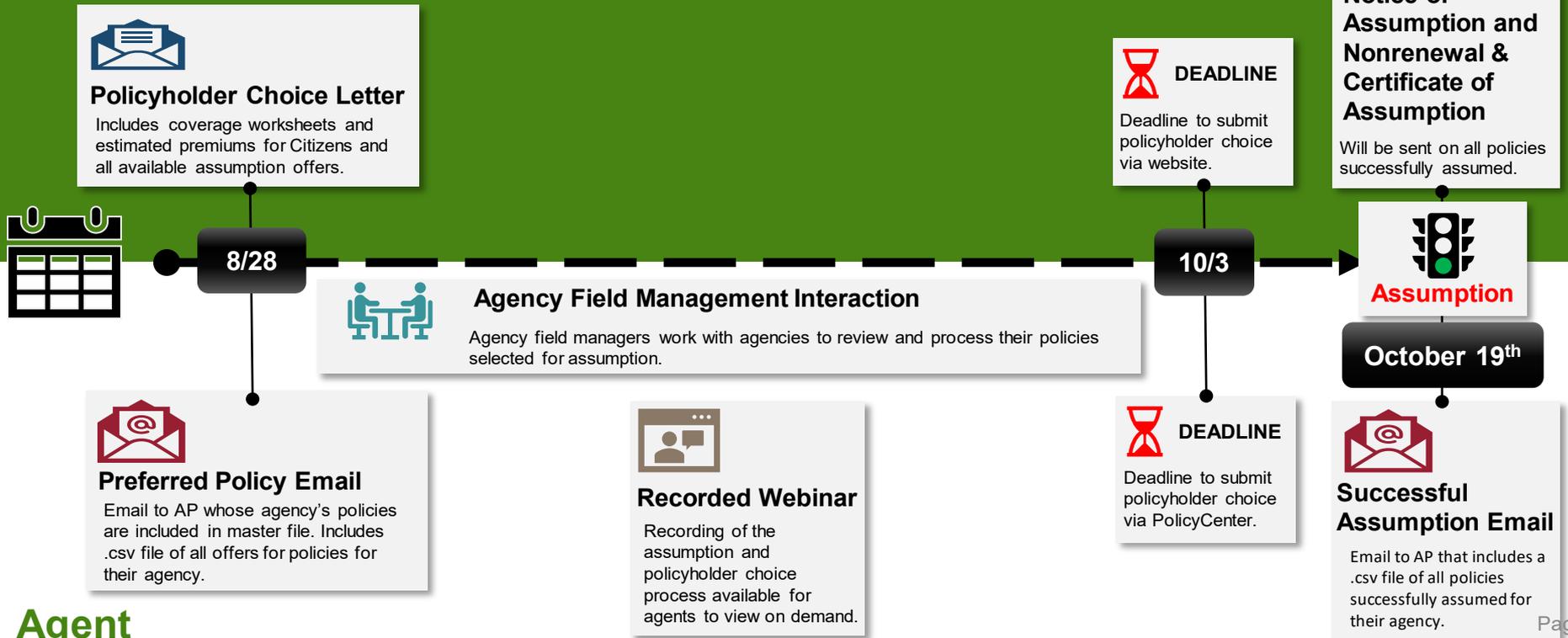
Initiative	Status	Owner	Q2 2021	Q3 2021	Q4 2021	Q1 2022	
Current Carrier Conversations	Completed	Adam Marmelstein					
Pricing Changes	In Motion	Brian Donovan	Rate Changes for Reinsurance and Increase to 11% Cap at July BOG. Annual Rate Indication to Dec BOG. OIR approval 2/1/22.				
Modify Insurance Products	In Motion	Karen Holt		Remove Exception for Lower Value Risks Changed 4 Point Inspection Requirement to 20 yrs			
October Depopulation	In Motion	Adam Marmelstein					
Data Enhancements to Initial Data File (IDF)	In Motion	Carl Rockman					
New Entrant Pipeline Management	In Motion	Adam Marmelstein					
Citizens Eligibility Re-Imagined (Clearinghouse/FMAP)	In Motion	Carl Rockman					
MRP - Increase Adoption with Current Program	In Motion	Greg Rowe					
Florida Opportunity Roadshows	In Motion	Carl Rockman					
CIS Transition	In Motion	Tina Guzman					
Increased Use of Inspections	In Motion	Scott Crozier					
Research Adding "Insurance Range" to IDF	In Motion	Chuck Bowen					



October Depopulation: Roll out and communication plan

Takeout Carrier: Florida Peninsula
Number of policies OIR approved: 6,345

Customer



Adding Information to the Initial Data File (IDF)

**Add Litigated
Claim Indicator**

9/15/21

**Add Assignment
of Benefits
Indicator**

9/15/21

**Add Managed
Repair Program
Participant
Indicator**
TBD

Emerging Entrants to Florida Property Market

New Entrant Support

Access Citizens. Access the Florida market.

As part of the New Entrant Support Team (NEST), **Citizens' Senior Leadership will walk you step-by-step** through the information, data and processes that will assist your company in accessing Citizens and the full potential of the Florida property insurance market.



Step 1

Understand the Florida Property Insurance Market

The Florida market is unlike any other. With it comes many unique issues and challenges – as well as opportunities for success. Citizens' senior and executive leaders will share their insights about the Florida market directly with you while providing support to help you fully meet your company's vision, mission and goals.



Step 2

Learn About Citizens

Learn about Citizens, who we are, how we operate and everything we do, including our:

- Basic financial model
- Reinsurance programs
- Underwriting approach and processes
- Claims best practices
- Policy administration and technologies
- Vendor models
- Relationship with agents



Step 3

Identify the Right Policies for Your Company: Access and Analyze the Citizens Portfolio

Building a productive, responsible portfolio is key to your company's success and sustainability. Citizens' senior leaders will provide you access to our current portfolio data and analytical support to help determine which policies will help build or strengthen your company's portfolio for long-term success.



Step 4

Take the Final Step: Migrate Citizens Policies to Your Book of Business

After careful consideration, you have identified the policies that will most effectively broaden and strengthen your book of business. Now, senior leaders and NEST members will guide you through the processes your company will use to engage Citizens policyholders and begin to migrate their policies to your portfolio. These channels include:

- Depopulation Program assumptions
- Property Insurance Clearinghouse
- Self-directed rollovers

- Allows Citizens' senior leadership to contribute in more dynamic ways.
- Intended to share with the Office of Insurance Regulation, Reinsurance Brokers and other key entities that are in a position to work with new entrants.
- The goal is to connect to new entrants' entities early and provide additional knowledge and insights into the Florida marketplace and the Citizens policy acquisition opportunity.