

Citizens Reimagined

New Business and Renewal



Florida Market Assistance Plan (FMAP) Current Enhancements



Enhancing the Customer/Agent Experience

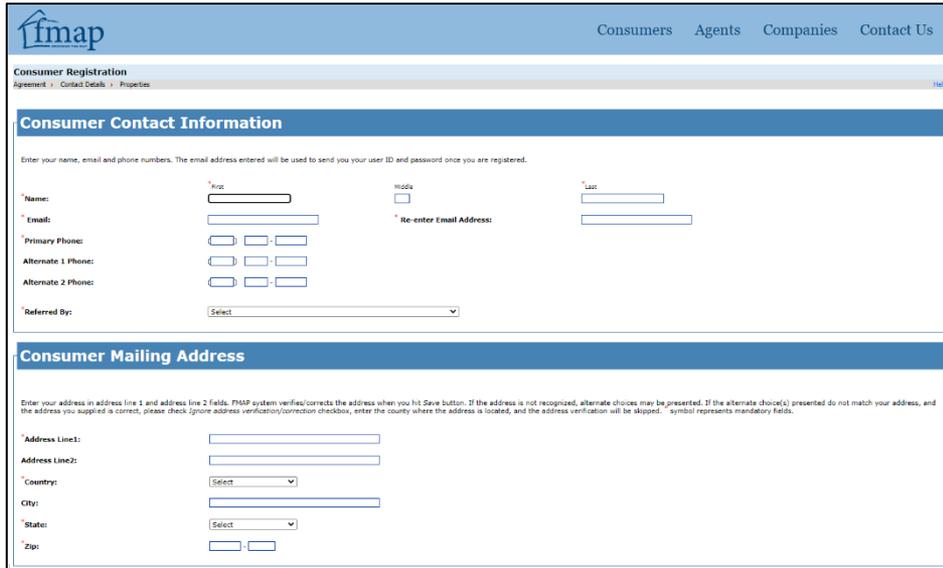
Updated
website
technology

Improved look
and feel

Data now
prefilled for
salt water
proximity and
fire protection

Agent
registration now
requires 10+
appointments

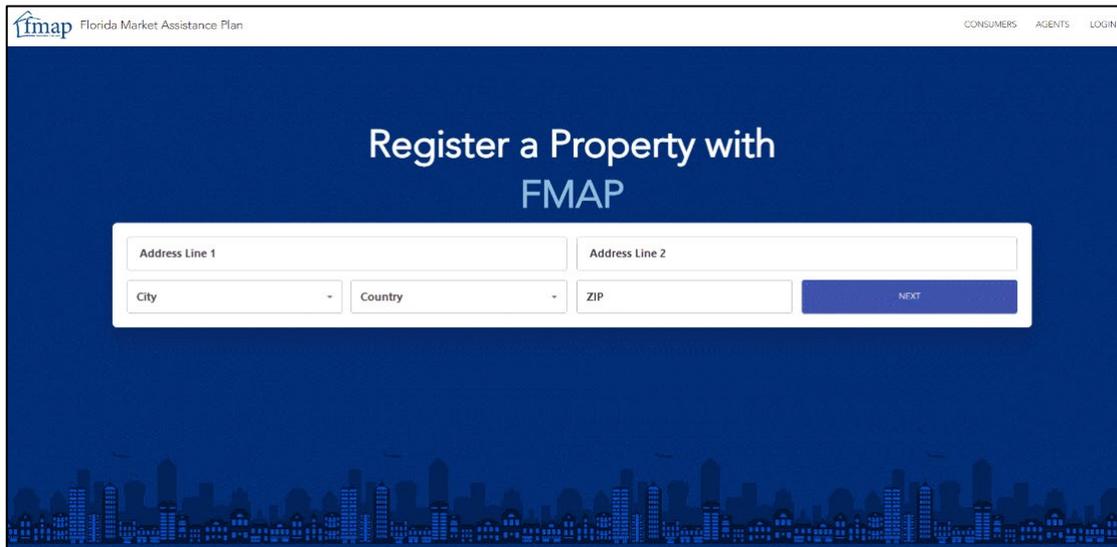
FMAP: Consumer Registration Page



The screenshot shows the 'Consumer Registration' page with the following sections:

- Consumer Contact Information:** Includes fields for Name (First, Last), Email, Primary Phone, Alternate 1 Phone, Alternate 2 Phone, and Referred By (a dropdown menu).
- Consumer Mailing Address:** Includes fields for Address Line 1, Address Line 2, Country (dropdown), City, State (dropdown), and Zip.

FMAP 1.5: Consumer Registration Page



The screenshot shows the 'Register a Property with FMAP' page with the following fields:

- Address Line 1
- Address Line 2
- City (dropdown)
- Country (dropdown)
- ZIP
- NEXT button

Property Requirements Page

 Florida Market Assistance Plan CONSUMERS AGENTS LOGIN

1 Property Requirement — 2 Property Details — 3 Other Details — 4 Pets (Optional) — 5 Application Review — 6 Contact Info

Property Requirement

 When do you need coverage on your property?
 

 What is the value of the property excluding land?

 Why do you need insurance?

 How is the property used?

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Property Details Page

fmap Florida Market Assistance Plan CONSUMERS AGENTS LOGIN

1 Property Requirement 2 **Property Details** 3 Other Details 4 Pets (Optional) 5 Application Review 6 Contact Info

Property Details

<p>Property Type</p> <p>House</p>	<p>Construction Type</p> <p>Frame</p>	<p>Year Built</p> <p>2020</p>
<p>Square Footage</p> <p>3000</p>		

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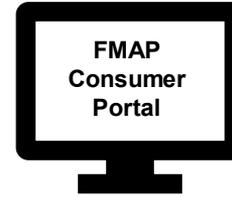
Programs that support private market placement

Current State



No eligibility or premium
displayed

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Provides feedback
on eligibility and
estimated premiums



Limited to participating
carriers

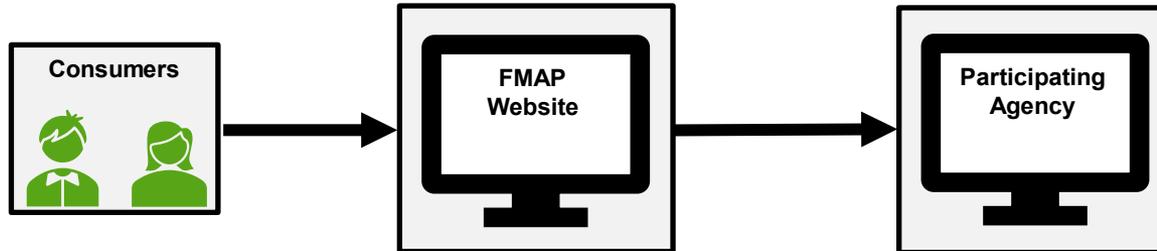


Expands to agent
appointed carriers
available on comparative
raters

Florida Market Assistance Plan (FMAP) Insurability/Eligibility Components

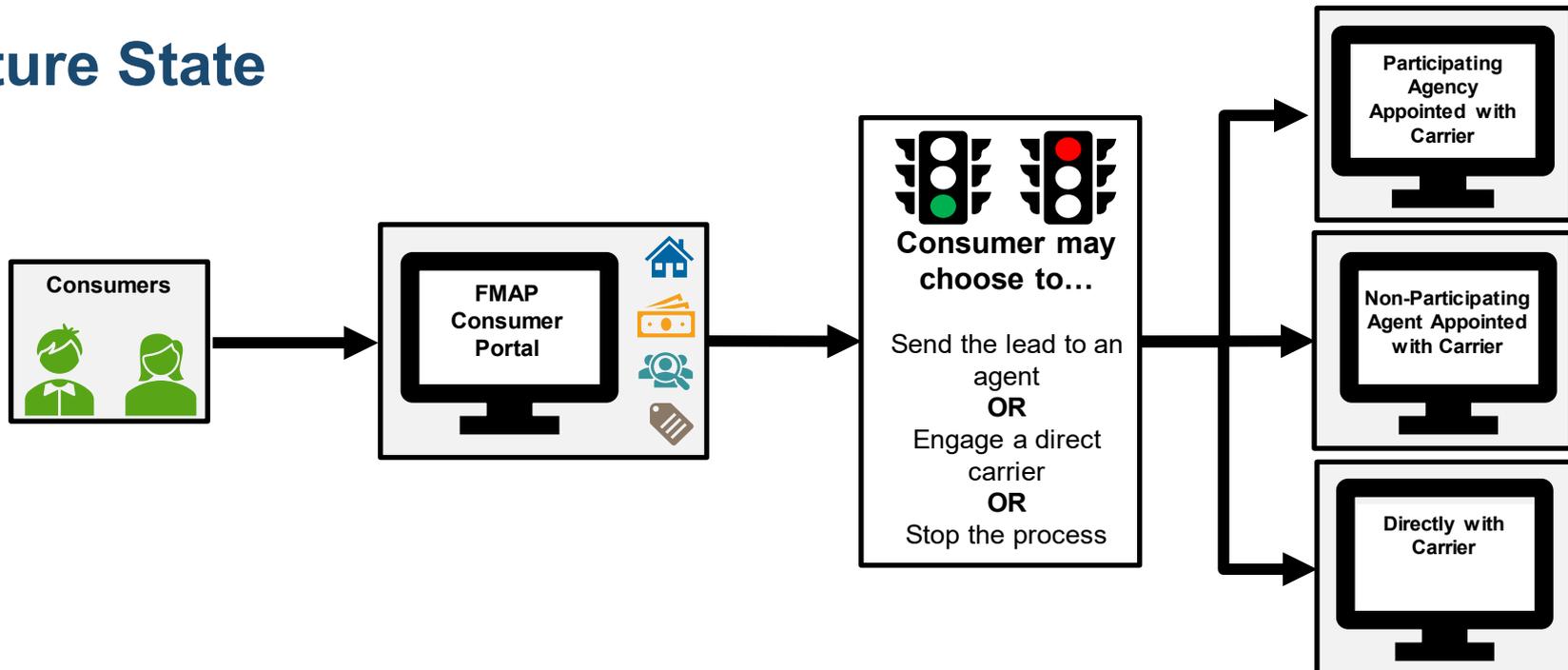


Current State

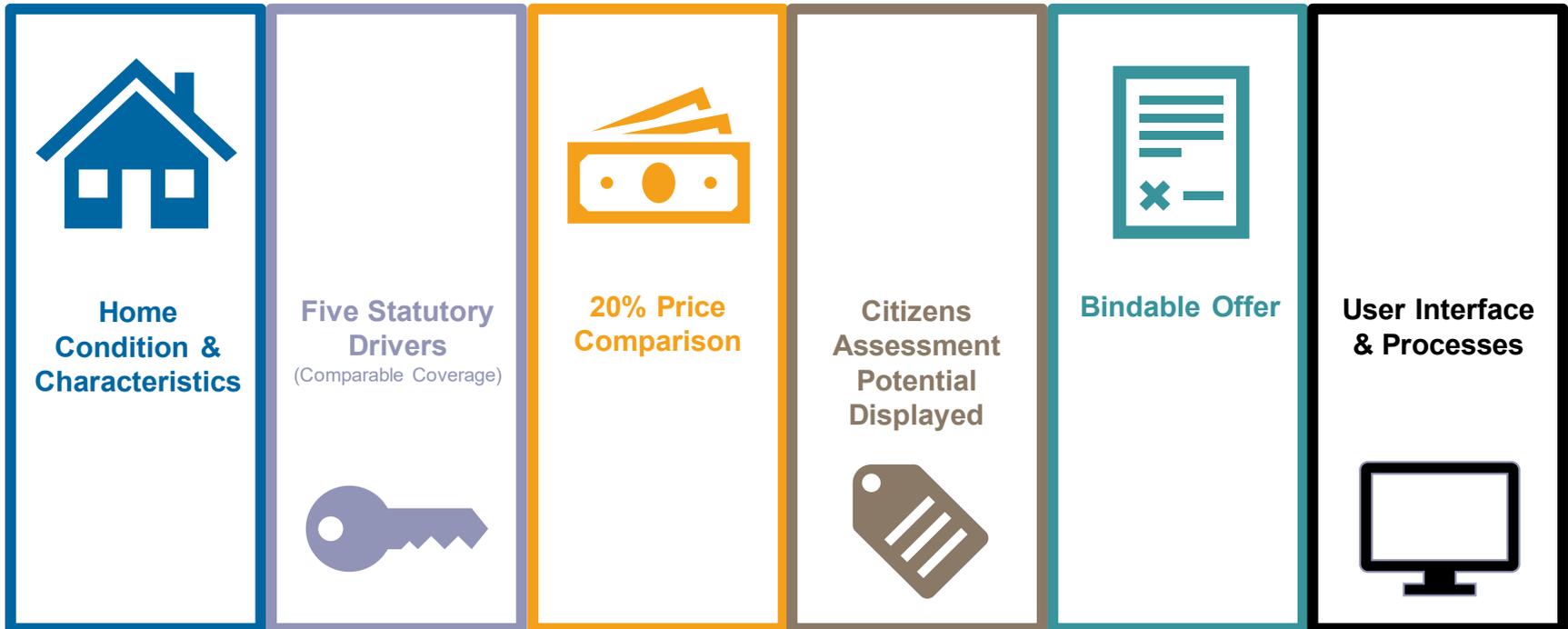


Legend	
	Condition & Characteristics
	Price Displayed
	Ability for consumer to engage
	Assmt. Potential Displayed

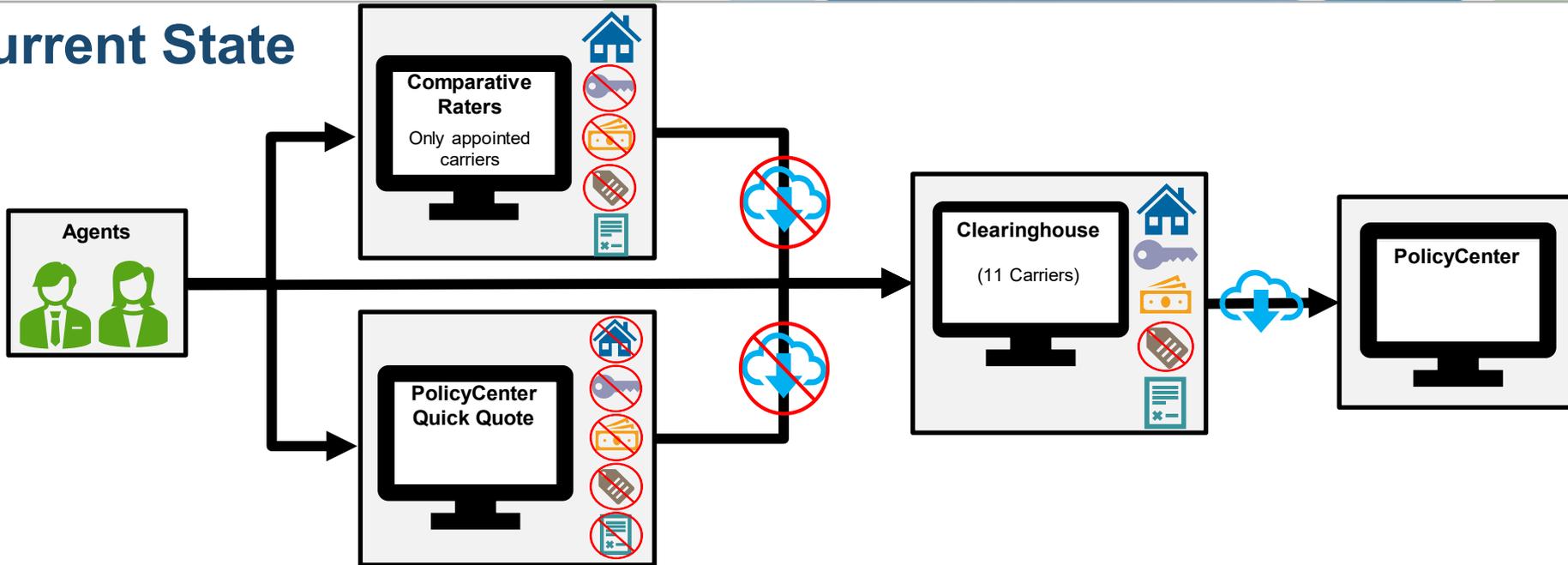
Future State



New Business Insurability/Eligibility Components



Current State

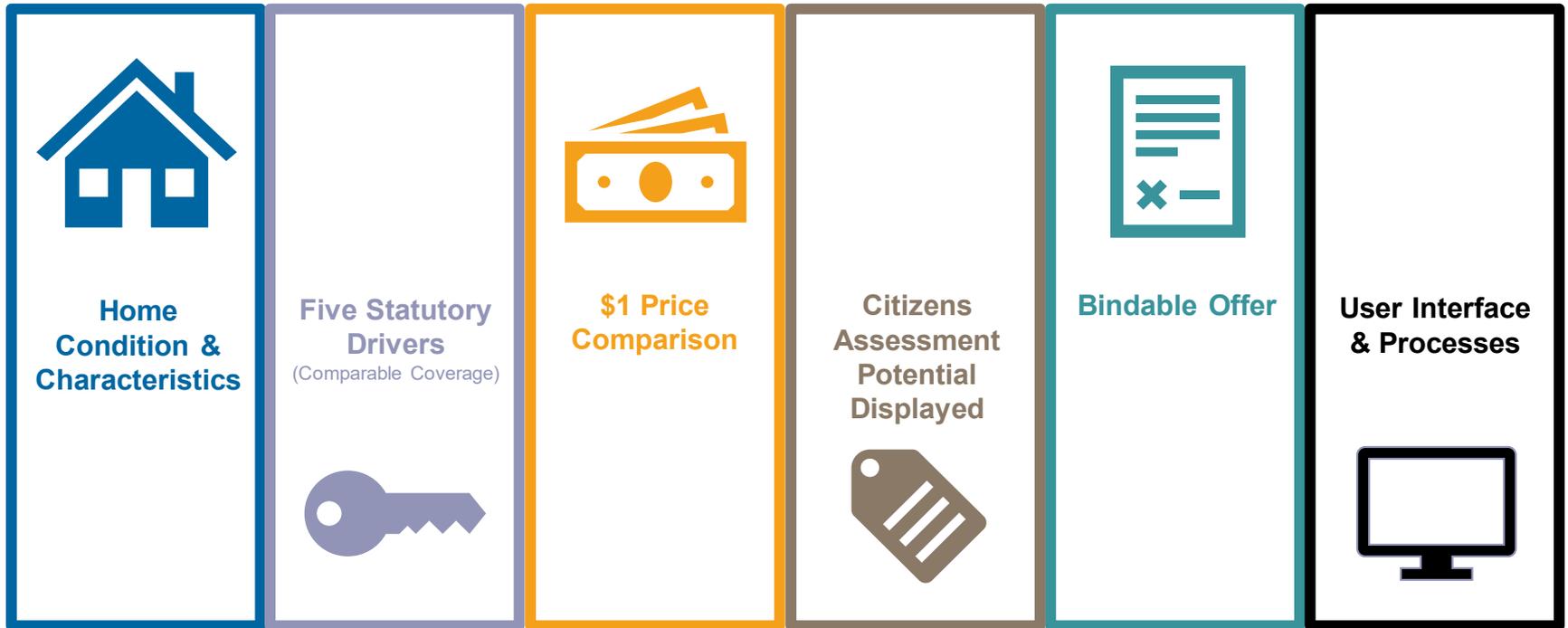


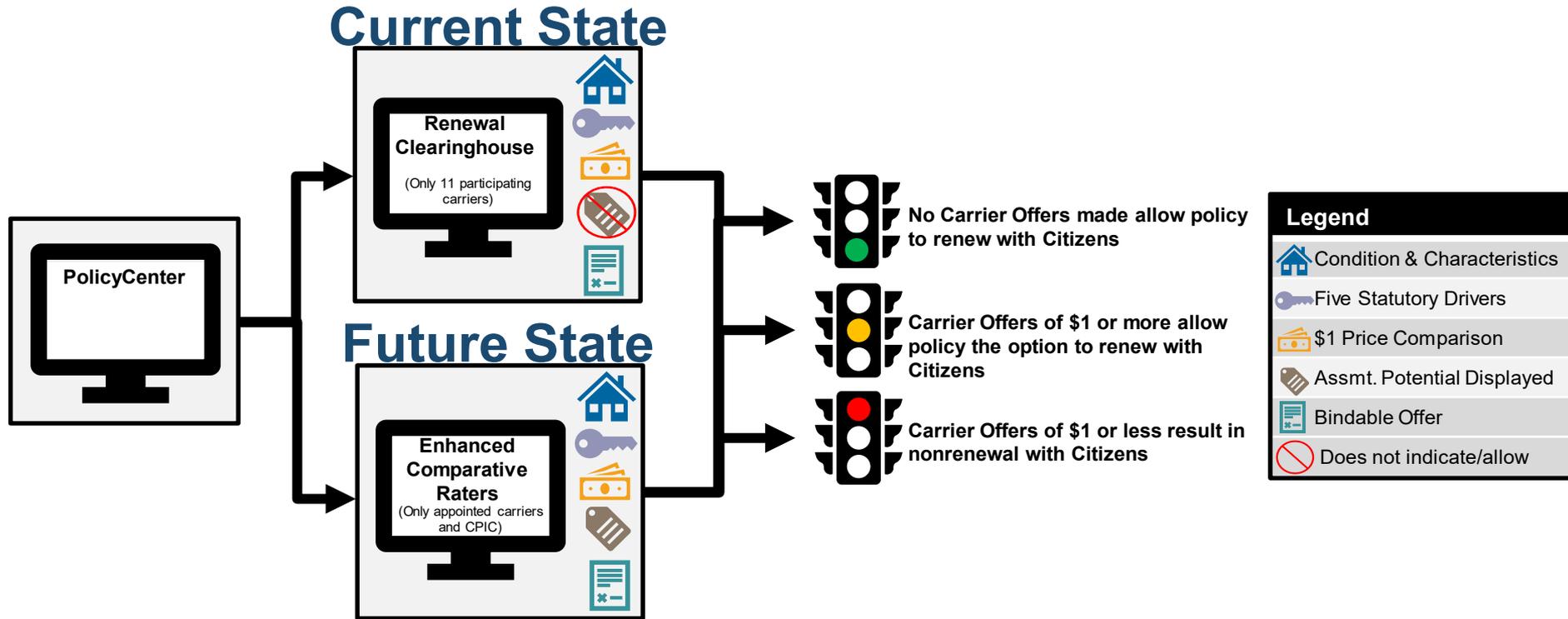
Future State



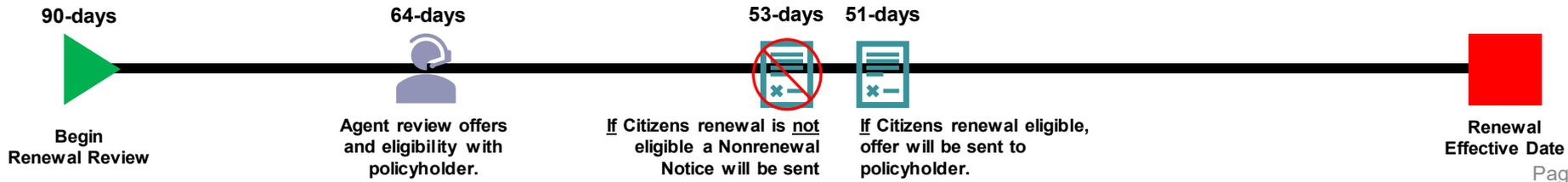
Legend	
	Condition & Characteristics
	Five Statutory Drivers
	20% Price Comparison
	Assmt. Potential Displayed
	Bindable Offers
	Data Transfers
	Does Not Transfer/Determine

Renewal Insurability/Eligibility Components





Current & Future State



Solicitation & Procurement Timeline

