

Assessment Awareness

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Assets	Touchpoints	Lines	Status
New Assessment Brochure	Insert in: New Business Packets Renewal Packets Pre-Renewal Letters	PL	Mid-March
New Business Packets	Quick Start Guide Welcome Letters Declaration Pages Acknowledgement Application	PL & CL	June 1
Renewal Packets	Quick Start Guide Renewal Letters Acknowledgement Form	PL & CL	June 1
Pre-Renewal Letter	Updated Language	PL	June 1
New Business Welcome Email	Added Language	PL	Early Q2
Renewal Email	Added Language	PL	Early Q2
Premium Estimate Form	Warning Language added	PL & CL	Q2
Website Updates	Policyholder Newsletter Brochure/Infographic True Cost Calculator Agent site FAQs	Public/Agents	Q2
Florida Public Radio Spots	New Script	Public	Q2
Evidence of Insurance Form	Warning Language added	PL	Q3
Social Media	Educational posts	Public	In progress - Continuous

Mandatory Assessment Education

Why: With Citizens exponential growth assessment potential is very possible. It is necessary to educate agents on the potential and their responsibility to inform consumers.

Who: Fully Appointed Agents, Limited Agents, LCRs and Agency Principals

What: 10-minute module administered through Citizens Learning Center

When: Target launch date March 2023.

How:

- Initial all Agent Alert Bulletin
- Agents will have 60-days to complete
- Failure to complete will result in access suspension and nonrenewal of appointment