

## Market Accountability Advisory Committee Meeting Minutes

**ACTION ITEM**

New Contract

Contract Amendment

Other: MAAC Minutes 02.26.2025

**CONSENT ITEM**

Contract Amendment

Existing Contract Extension

Existing Contract Additional Spend

Previous Board Approval \_\_\_\_\_

Other \_\_\_\_\_

**Action Items:** Items requiring detailed explanation to the Board. When a requested action item is a day-to-day operational item or unanimously passed through committee it may be moved forward to the board on the Consent Index.

**Move forward as Consent:** This Action item is a day-to-day operational item, unanimously passed through committee or qualifies to be moved forward on the Consent Index.

**Consent Items:** Items not requiring detailed explanation to the Board of Governors. Consent items are contract extensions, amendments or additional spending authorities for items previously approved by the Board.

<b>Item Description</b>	Market Accountability Advisory Committee Meeting Minutes February 26, 2025
<b>Purpose/Scope</b>	Review of the February 26, 2025, Market Accountability Advisory Committee Meeting Minutes to provide opportunity for corrections and historical accuracy.
<b>Contract ID</b>	N/A
<b>Budgeted Item</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Procurement Method</b>	N/A
<b>Contract Amount</b>	N/A
<b>Contract Terms</b>	N/A
<b>Committee Recommendation</b>	Staff recommends the review and approval of the February 26, 2025, Consumer Services Committee Meeting Minutes.
<b>Contacts</b>	Jeremy Pope, Chief Administrative Officer

**CITIZENS PROPERTY INSURANCE CORPORATION**

**Summary Minutes of the  
Market Accountability Advisory Committee Meeting  
Wednesday, February 26, 2025**

The Market Accountability Advisory Committee (MAAC) of Citizens Property Insurance Corporation (Citizens) convened via Zoom webinar on Wednesday, February 26, 2025, at 11:00 a.m. (ET).

**The following members of the Market Accountability Advisory Committee were present telephonically:**

Dave Newell, Chair  
Greg Rokeh  
Julio Dominguez  
Lee Gorodetsky  
Lissette Perez  
Lori Augustyniak  
Marshall Martin  
Scott Rowe  
Stacey Tomko  
Virginia Christy

**The following Citizens staff members were present telephonically:**

Adam Marmelstein  
Alden Mullins  
Ariel Shami  
Barbara Walker  
Bonnie Gilliland  
Brian Newman  
Carl Rockman  
Christine Ashburn  
Doug Hageman  
Eric Addison  
Jay Adams  
Jennifer Montero  
Jeremy Pope  
Ken Tinkham  
Joe Martins  
Kelly Booten  
Raina Harrison  
Ray Norris  
Sarai Roszelle  
Stephen Mostella  
Wendy Perry

## **Call Meeting to Order**

Roll was called and a quorum was present. Chairman Newell called the meeting to order.

### **1. Approval of Prior Meeting's Minutes**

CHAIR NEWELL: Thank you very much. Thank committee members. We'll do a little housekeeping. I want to certainly welcome Julio Dominguez. He is the newest consumer member of the MAAC committee. And per the charter, the process is that Julio's name will be brought before the Board of Governors in June for that final vote, and so -- but we welcome Julio today to participate and learn about our Market Accountability Advisory Committee meeting on February 26, 2025. So welcome, Julio.

MR. DOMINGUEZ: Thank you, everybody.

CHAIR NEWELL: And I'd be remiss if we didn't thank Brian Hodgers for serving on the committee for the last couple years. We wish Brian the best. But the way this works is Brian, and certainly Julio, the reason they've been chosen is they have a current Citizens policy. They represent that part of the committee because they're a policyholder and a consumer. So we thank Brian well and wish him nothing but the best in his future endeavors. So with that in mind, let's go ahead and take a motion to approve the meeting minutes for November 20th, 2024.

MR. GORODETSKY: This is Lee Gorodetsky. I'll make the motion to approve.

MR. ROKEH: Greg Rokeh. I'll second.

### **2. Underwriting Market Update**

CHAIR NEWELL: Okay. We have a motion and a second. Any discussion, deletions, or additions to the minutes? All right. Hearing none, show the minutes adopted. So turning to Tab 2, let's welcome in Jay Adams, Chief Insurance Officer. Seems like your title just keeps, you know, expanding, Jay, but –

MR. ADAMS: It feels a lot like that.

CHAIR NEWELL: I understand. But thanks, everyone, for being here again this morning, and welcome, Jay Adams. Take it away, Jay.

MR. ADAMS: Thank you, Chairman Newell and committee members. This morning I'd like to give you a very brief and quick underwriting market update. If we could go to the next slide, please. Citizens' policy in-force count as of December 2024 was 936,182 policies, which was a 24 percent decrease over year-end of 2023. Last year we averaged 32,960 new business policies per month through December year-to-date. Next slide. And one more. Personal lines, multi-peril, and wind-only policy counts decreased 23.9 percent as the end of fourth quarter 2024 when we compare it to the

year in 2023, with a decrease in insured value of 30.9 percent due to our depopulation activities. Next slide. Citizens' total new policy count declined in the fourth quarter by about 24 percent as compared to the same timeframe in 2023. We ended in 17,601 monthly new policies with a total insured value of \$306 billion. Next slide. Citizens' new business trend for personal residential policy types declined 48 percent from September of 2024 through December of 2024 as compared to that same timeframe last year. The largest decrease occurred in the homeowner and condo policy types, and the smallest decrease was in the tenant policy types. Next slide. Continuing with the new business trends for personal residential policy types, the largest growth in Coverage A values occurred in the two hundred to two hundred- and ninety-nine-thousand-dollar range, the largest growth in age of home in years was in the 31 to 40-year range, and the largest growth for the age of roof was in the zero to two-year range. Next slide. The top three prior insurance carriers for multi-peril new business were Slide, Universal, PNC, and Florida Peninsula for the period between September and December of 2024. Next slide. And one more, please. Thank you. Commercial multi-peril and wind only saw a decrease of 15.4 percent for the quarter ending December 2024, with a total insured value of \$79 billion. The majority of the decrease occurred from the multi-peril line with a 17.1 percent decrease in policy count and a total insured value decrease of 34.9 percent. Next slide. Commercial residential and nonresidential saw a decrease of 15.4 percent for the quarter ending December 2024, with a total insured value of \$79 billion. The majority of the decrease occurred from the commercial residential with a 19.3 percent decrease in policy count and a total insured value decrease of 28.4 percent. Next slide. Comparing the period of December of 2023 to December of 2024, there has been an in-force building count decrease of about 28 percent. The monthly new policy count over that same time period reduced from 479 down to 62. The reduction has reduced the total insured value to \$79 billion. Next slide. The commercial new business trend over the period of September of 2024 to December of 2024 was less as compared to the average same month period for the prior year, and we were down by 1,758 policies. Next slide. When compared to the same timeframe over the prior year, Citizens has decreased its overall new business total insured value by \$3.1 billion, with the largest decrease from the commercial residential multi-peril line, followed by the commercial residential wind line. Next slide. Thirty-eight percent of the commercial new business written was for building coverages between \$1 million and \$9.9 million, followed by 31 percent between \$500,000 and \$900,000 -- and \$1 million. The A-rated business is down by 42 buildings over the period, and the largest category of building age is between 41 and 50 years, and it's also closely followed by 31 to 40 years. Slide number 16. The majority of the commercial new business had a prior carrier of Lloyd's of London and also American Coastal. And one more slide, please. And one more. Thank you. So this chart forecasts what we think the 2025 year-end policy in-force counts will be. Our best estimate is 725,000 PIF, with the upper estimate being 827,000 and the lower estimate being 632,000. And with that, Chairman, that concludes my presentation.

CHAIR NEWELL: Well, thank you, Jay. Informative as usual. Any questions of Jay about his market update? Wow. You did so well, Jay, no questions. So congratulations.

MR. ADAMS: Well, I think it's all good news, right? And I'm sure Carl's going to go into that at a much granular level.

CHAIR NEWELL: Yep. So -- well, thanks, but, again, committee, if we have any questions, Jay is always available and certainly happy to answer any questions as we go through the presentation. If something pops where you -- sparks your question, we'll get Jay back on the line if needed. So thanks, Jay.

MR. ADAMS: Thank you.

### **3. Depopulation, CHIPS and FMAP Update**

CHAIR NEWELL: All right. Behind tab 3, let's bring in Jeremy Pope and Carl Rockman to give us a Depopulation and Clearinghouse and FMAP update. Certainly, the numbers are very, very good regarding depopulation. So Jeremy?

MR. POPE: Yes, thank you, Chair Newell. We'll continue the good news, if you will. And good morning to you and the fellow committee members, and for the record, my name is Jeremy Pope, Chief Administrative Officer, and joining me today is Carl Rockman, our Vice President of Agency and Market Services. And we have our routine update today for the committee on our depopulation results, if you will, and our Clearinghouse program, which also includes a Citizens Reimagined update that Carl will be sharing, and we have some exciting updates in that space. I'll move to the next slide. Here we go. And this is -- as you can see, it's just a -- well, what I'll say is 2024 was a record-breaking year around depop activity, and we've discussed the results throughout last year, but this sums up where we landed. And, historically, we have never depopulated so many policies in such a short amount of time, which is further validating the many positive developments that we are seeing take place in the Florida property insurance market. So just to recap on this slide, we had 16 carriers that participated in our depop program last year, and that includes five new entrants to the Florida market, which is great news. The total policies assumed stands at 477,821 policies, and that equates to over \$214 billion in exposure. This year, and we're already into February, about to move into March, but you can see some of the results so far. We had a commercial lines depop in January, we had two carriers that participated, and 170 policies were assumed. In February, we had eight carriers that participated in our personal lines depop. And then we just received, hot off the press, those total numbers. So for February, we had 102,253 policies that have been assumed for February. And as you can see, we have additional depops scheduled in the near months -- near upcoming months, I should say. March, we have a commercial lines and a personal lines assumption that will take place, we have the Aril personal lines assumption that's -- that's scheduled for the books as well, and then we also -- in May, we have some new numbers as well. For May, we have a commercial lines depop, and that is the office has approved 100 policies so far. That's between one carrier that'll be participating in the May commercial lines assumption. And then June, we don't have any official -- any numbers or anything like that, but we are expecting, based on discussions with various carriers around the state, high interest in June. In fact, higher interest than normal than

what we usually see around that time. So as you can -- as you can see with -- between last year's depopulation results, as well as the current level of activity that we've seen really year-to-date, the numbers are successful, both with exposure reduce and policies re- -- you know, that we've been removing outside of the organization. But I do want to make this committee aware that the customer experience through the depopulation process is critical for us as an organization, and it remains at the forefront, really ensuring that we are optimizing our service and touch points through the consumer journey as they go through our depop process. In addition to the numbers of policies and exposures reduced, we also can't lose sight of us also reducing the risk of emergency assessments for Citizens' policyholders and all potentially impacted Florida policyholders. So that is just as important as well. And I would be remiss if I did not thank this committee and the various agent associations, our agent workforce, and also the OIR for the continued partnership, because we would not be so successful with our depopulation results that you've seen without that partnership.

Next slide. And this is just a -- again, I've already recapped the 2024 exposure and PIF reduction from last year, and to the right of the screen just shows the various improvements we've made over -- I would say over the past 18 to 24 months, but we're also continuing to look at these materials for consumers, whether they be coverage comparison spreadsheets, coverage worksheets -- we have videos out there to help walk consumers out step-by-step through the depop process. We pushed those out last year. We have an ongoing policyholder newsletter, and we continue to put depop articles in there for consumers, to help educate them around the process. And then we have an online FAQs and knowledge base, along with contact centers that are available for our agents and our consumers at any time should they have any questions on the process to make sure we keep it as simplistic as possible for them.

Chair Newell, that concludes the depop update, and if there's no update on -- or no questions on depop, I can turn it over Carl for the Citizens Reimagined update.

CHAIR NEWELL: All right. Thanks, Jeremy. Any questions for Jeremy about depopulation?

MR. GORODETSKY: Yeah. Hey, this is Lee. Just one quick -- it's not even a question, really. It's more of a comment, Jeremy. You would have much fewer depopulations necessary if we as agents could write the policies with these companies directly. But when they don't qualify because of an electrical panel or cloth wiring or other things that are there that Citizens -- or maybe the roof is too old, but it still has life and they won't take it or the plumbing is too old, these companies won't take it, but they are depopulating it from you. From a perspective dealing with clients, they don't understand and comprehend that situation, why we can't write it, why it has to go to Citizens and get depopulated. But it's nothing you can do, I think, but just more of just what's out there in the world.

MR. POPE: You know, our goal is to obviously shop, you know, before it comes to Citizens and make sure that the policies are shopped as appropriately, and those --

Lee, those requirements, you know, continue -- continue to change in the market, as you are fully aware. And, you know, again, we continue to -- our mission is to be here as the last resort, if you will, and we'll continue to tweak our process where appropriate, but I hear you.

MR. GORODETSKY: No, it's good news for Citizens. It's just --

MR. POPE: Very good news.

MR. GORODETSKY: It's just frustrating.

MR. POPE: Well, and it's also good news for the consumer, too, though, because I will tell you --

MR. GORODETSKY: Right. No, they're getting lower rates, they're getting lower premiums, a lot of them, so it is. No, I'm not complaining at all, just --

MR. POPE: Yeah.

MR. GORODETSKY: We can't explain it well because they're not going to comprehend that.

MR. POPE: I don't want to lose sight of -- no, for sure that, you know, consumers have - - they have more choices today than they've had in a long time, which is great, and also better coverage options in some situations. And, also, again, it's just a sign that -- the continue to improve, you know, market that we're seeing --

MR. GORODETSKY: The big exception to the coverage is water damage. Citizens gives full water. A lot of these carriers are not. So there is a coverage issue, but -- that people have -- we can always re-shop them and whatever. So at least they're being depopulated, which is still good.

MR. POPE: And around price, I mean, I know we have eligibility that's out there as far as the 20 percent rule, but, you know, last year, when we look at our depop results, you know, we have about 34 percent of our consumers have actually been receiving premiums lower than the Citizens premium. So we are seeing, again, the market is resilient and the reforms are working, and we're very happy with the results today and we'll continue to look at the consumer experience with the partnership between our agent workforce and, obviously, the office and the associations and make improvements where we need to. So, yep, thank you for your comments, Lee.

MR. GORODETSKY: Thank you.

MS. AUGUSTYNIAK: Actually, Dave -- Lori Augustyniak. I do have a question.

CHAIR NEWELL: Okay.

MS. AUGUSTYNIAK: So on some of the agent Facebook groups, I'm seeing some feedback from agents that the initial depop letter is saying, you know, it's under the 20 percent rule, but then when the actual renewal comes out, it's over the 20 percent. So then the agent has to then put in extra time and effort to rewrite it back to Citizens if the client does want to go back. I thought that we had worked with the carriers and that was no longer supposed to be happening.

MR. POPE: So -- and, Carl, you can correct me wrong, Carl Rockman, but that sometimes will happen, Lori. There's some -- what we call like re-weights for various reasons that could occur. It's rather minimal, but if that does happen, we -- we have an expedited underwriting process back into Citizens where it shouldn't be as cumbersome. Carl, do I have that? Is that correct?

MR. ROCKMAN: Yeah. Yeah, I'll comment on that, Jeremy. Lori, when we built the depop program, we understood that carriers may downstream to the initial offer take a rate change or rate increase. That is part of the program. So it is -- it can occur where the offer -- the premium offer on the original assumption letter may change due to various reasons that are appropriate to the program. That said, a reminder of what Jeremy just said, we built a program where the agent can re-present that policyholder to Citizens and we waive a lot of the requirements that typically would be necessary to make it easier on the consumer to return. So I just want to state for the record that the premiums on those letters could change for appropriate reasons, but we do give the agent an opportunity to reprice that and bring it back to Citizens, obviously through the clearinghouse, and if it appropriately meets the 20 percent rule, then we will accept the risk.

MS. AUGUSTYNIAK: Thank you.

MR. POPE: And, Lori, I will just say we do -- we measure that because that's an important metric, but the repop back into Citizens, it is very, very low, and it's actually in this deck in the appendix where it shows we follow that policy up through renewal just to validate that we're truly keeping these policies out. And, again, it does happen from time to time, but it is extremely low when you look in the grand scheme of things, if you will.

MR. ROCKMAN: And we will cover that number in a minute, Lori. I'll be sharing the return information with you as part of my presentation.

CHAIR NEWELL: All right. Well, thanks, Jeremy and Carl. Anything else? All right. Carl, you're up.

MR. ROCKMAN: Thank you, Chairman. For the record, Carl Rockman, Vice President of Agency and Market Services. I'd like to share with the committee our great progress on our Citizens Reimagined initiative. Over on the left-hand side, this box has been consistent throughout our last few MAAC meetings. Obviously, we wanted to roll out our new clearinghouse platform powered by EZLynx in stages, and we have led into that

and I'm about to update you on a very exciting development that we call Track B, and I'll give you more details on that in just a minute. In the meantime, we have been checking manually agent conformance to requirements on new business eligibility and renewals. Those results are over to the right. We're very pleased that agents have been conforming to the requirements to proof shopping in EZLynx. But in March, we are about to change the game and make that eligibility check mechanized, and I'll cover that in just a minute.

On the next slide, it'll provide details after we get through the title slide. This slide will provide details on our approach. And a quick reminder to the committee that we obviously have had the agents in mind throughout this whole process. When we redesigned and reworked the clearinghouse, we really wanted to make sure that from the "why" section on this slide, we improved the agent experience, okay. We also want to ensure that we have the resources available to support any questions that arise and then mitigate product quality risk. But a reminder that we rolled this out in phases. Starting in July, we introduced EZLynx to the agent community, introduced it to them, wanted them to voluntarily adopt it, but in November, we required use of EZLynx to validate new business eligibility. And we're pleased to report that agents have lived into that. But, again, that change in November was -- again, the agent had to do it manually and send us documentation that they did. In Phase 3, which we're introducing in March, we will be requiring the agents to not just use EZLynx, but it will also block the agent from bridging into policy center, in which case they'll no longer need to send us that required proof, and in a recent training session, that met with widespread applause from the agents that that manual proof will no longer be required. So we're very pleased to mechanize the checks. And if a policy comes back within 20 percent of the Citizens premium, the agent will not be able to bridge into policy center. Okay. We have initiated an exception process, though. We are getting feedback from our pilot group of agents that currently have this feature loaded. We did get tremendous feedback from them and our agent roundtable to build an exception process in. When prices come back from EZLynx, there may be an issue with eligibility, and we've built a very smooth exception process that we think is going to suit the agents, meet their needs, and also help us maintain the integrity of the program. The most important thing for the committee to take away is how we're going to roll this out. We are not going to load this new feature to every agent on one day. We are going to roll it out in phases, and that's what you see illustrated below. Starting March 3rd, we're going to have our first huge training class for agents that will be getting the feature on the 6th of March. Another group of agents will get the feature on the 13th, another will get it on the 20th, and another will get it on the 27th. This is a significant change, and we wanted to make sure that we managed it appropriately, that we resource it appropriately, and we think this staged and phased approach to this last phase of EZLynx and the clearinghouse is the appropriate way to go. So, again, we're very excited about getting this part of it on the platform, helping agents make sure that there's integrity at the point of sale for eligibility, and we'll be updating the committee on our progress on this. So I'll be happy to take any questions on this very important development and anything to do with the clearinghouse at this time.

CHAIR NEWELL: All right. Thanks, Carl. Any questions of Carl about this latest update from EZLynx?

MS. PEREZ: Yeah, I have a question. It's Lissette Perez.

CHAIR NEWELL: All right. Go ahead, Lissette.

MR. ROCKMAN: Yeah.

MS. PEREZ: Hi, Carl.

MR. ROCKMAN: Hey, Lissette.

MS. PEREZ: How are the agents being notified what -- when they're going to be able to start the rollout?

MR. ROCKMAN: Yeah. Agents will start getting their emails this week, okay, informing them of when they'll get the feature, but also inviting them on which class to take, okay. So that email is going to be going out shortly to the agents. Agents can attend any of these training dates. So any training date's open, they're actually posted on our website, but we wanted to recommend to the agent or tell the agent, "This is the date you're getting the feature, this is the recommended training class you come to," but you can attend, obviously, any of these classes that you want.

MS. PEREZ: That email is coming in differently from the new newsletter-looking communication?

MR. ROCKMAN: Yes, this will be outside the agent adviser. This will be a direct email directly to the appointed agent, letting them know when the feature will be loaded and what to expect.

MS. PEREZ: Very well. Thank you, Carl.

MR. ROCKMAN: So it should be easy to identify.

MS. PEREZ: Okay.

MR. GORODETSKY: Hey, Carl, it's Lee. Just repeating -- I mean, I can't be the only one saying EZLynx is anything but easy, correct? Because this is a crazy system.

MR. ROCKMAN: Well, Lee, we -- we obviously take feedback. We've had this in our pilot agencies, 20 of them, the last feature, and we've had this on the street since July. I think with any new platform, there's always a change element. I have to remind agents, though, about the prior platform. It's important to understand the prior platform and the requirements that were required to put a policy in and get a decision. One of the things we did here was shorten that process, okay. And so we are getting good feedback in

that space, that getting an initial decision is certainly less laborious than it was on the prior platform. So we consider that to be a good thing. Obviously, there's things on the back end like exception processes and things we're managing, but, yeah, Lee, I think the -- I'll say that the jury might potentially be out right now, but we are getting feedback from agents at different levels. Some are positive and happy to have it. Some, obviously, are seeing it, you know, as maybe -- like you expressed, maybe a little bit laborious and different. But we believe, you know, from our side -- standpoint, that we met the expectations that we set out to do, and that is at least make that front end a little faster.

CHAIR NEWELL: Well, thanks, Carl, and to just -- just to put a bow on that for Lee -- I mean, Lee, just like this committee and anything else, certainly let Carl and the team know. They'll certainly look at it and see if there's some changes that need to be made. I will tell you throughout this process, many agents that -- not only on the pilot, but were involved in conversations, Citizens certainly listened. They went back to EZLynx. They see what they could fix, what they could adjust. So keep -- keep the comments coming, as Carl mentioned, but this is the new -- this is the new clearinghouse. And so hopefully between the training and some of the other communications, agents can get a little more comfortable with it. So -- all right, Carl. Moving on to the next part of your presentation.

MR. ROCKMAN: Yeah. David, in the interest of time, I'd like to advance to Slide 8. Just a quick update as Jeremy covered. We had a very successful depopulation last year. This will provide a little bit more granular detail. Obviously, 477,821 policies assumed last year, which was a record number. But we'll point the committee's attention to that 167,227. This is the comment we heard echoed previously where customers on that initial offer are actually seeing rates lower than Citizens'. So we think that's a very, very attractive offer and a very good thing for the program. And, obviously, \$214 billion in exposure removed. And I believe on the next slide we have our update for this year through January, and then Jeremy articulated the totals for February as well. And Chairman Newell and committee, we really wanted to recognize not just the great efforts of Citizens here, but also the agents. We say all the time that you can't have this depopulation program work the way it is without agents having hundreds of thousands of conversations. We really appreciate the support of the agent community in helping customers through these offers, and we'll look to continually support agents and take their feedback and do what we can to make sure the program's working as smoothly as possible. I'd also like to jump into Slide 20, if I could, please. Slide 20, this is the return rate. So this is where we were just speaking a few minutes ago. We rigorously monitor any policy that is -- was assumed if it comes back to us as new business, and you would want us to do that. Obviously, there's an offer for coverage out there, but things can change, as Lori pointed out. So we rigorously measure this. And you'll see that overall since June of 2023, since the program really heated up, we've had just a little under 2 percent of the policies return. Now, June 2023 is what we would consider to be a fully-baked -- fully-baked depop because those policies, obviously, have been assumed, but have also gone through that renewal cycle where they've got the actual depop or the actual renewal offer from the carrier, and that runs at 5 percent. So we're

going to continue to monitor these numbers, but it's not as high as you might be led to believe. It is a manageable number and certainly a number that we think is appropriate given the changes that carriers could take or that consumers could take on their policy.

And then on Slide 24, these are just the dates. Just a quick reminder of the sequence of events. There is a lot going on in this space on the left. You can see that we have five more commercial assumptions planned for this year, and then a number of personal lines assumptions, including that June depop that Jeremy mentioned that we're seeing some good enthusiasm for. But we're going to continue this. Carrier demand is out there. The carriers are really engaged, reflecting a healthy marketplace, and we are going to need the agents and everybody to really help us move these customers to the private market appropriately. So with that, Chairman Newell, that concludes my presentation on depop.

CHAIR NEWELL: All right. Thanks, Carl. Any questions of Carl about depop? We're certainly seeing the results of everybody. As you said, it's a -- it's a team effort, and appreciate everybody doing their part because as the private market gets healthier, I know -- I know Lee's comment is, you know, give us -- give us some capacity, we'll write it directly, right, Lee? But this is the business model some are using, and so hopefully that'll change as the market gets healthier. All right, Carl. No questions. So...

#### **4. Agency Management Services Update**

MR. ROCKMAN: Yep. All right. So we'll move into the next segment of our MAAC presentation. This is our agency management services update. If we go to the next slide, this is our regular report view on our agent footprint. I will take note that we had 258 agencies net decrease as we close out the year. A chunk of that 258 net decrease had a little to do with the new three plus appointment requirement. We did have some agencies that could not meet that three plus requirement. These were smaller agencies, maybe one-person agencies, but a small chunk of that number is reflected there. It's also reflective, as I mentioned before, of some consolidation that's going on. Obviously, net agencies in tri-county down as well. Overall, we expect as agents become less dependent on Citizens, these agents' counts will typically decrease, and we look for that trend to happen as Citizens moves business to the private market. No significant changes in the tiers. Obviously, we do monitor closely those Tier 1, 2, and 3 agencies that have almost 80 percent of our business, and we're going to obviously work with them and work with them closely through our agency field managers to make sure they're getting the support they need.

On the next slide, our report on performance violations that the committee is familiar with. We closed out 2024 with 4 percent overall new business coming in with a performance violation of some kind. I'd like to go to the next slide, though, and show the committee and reflect what Jay mentioned. If you look at those total submission numbers for November and December, we're starting now to see that trend where total submissions are starting to decrease. We think that's a reflection of the private market, but we'll also take a little credit for the implementation of the new clearinghouse. It adds integrity to pricing at the point of sale. We think a little chunk of those numbers might

have to do with that, but more importantly, the healthy marketplace. Customers are finding more options, and that's a good thing for both Citizens and the market. On the next slide, we'll cover late submissions. We closed out the year with 5 percent late submission violations, a net improvement of 1 percent over the prior year. Again, the agent piece here, only 107 agents were suspended for this. We did send out 1,131 warning notices to agents. Our goal here is not to terminate agents for this program, but it's to remind them of the requirement to get their submissions in in a timely fashion so we can underwrite them. And the next slide will break this down by month. Again, you'll see that decrease in submissions, and, obviously, a trend upward. We're obviously monitoring that trend from September, 7 percent, 8 percent a little uptick there. Got our attention. We're going to work with agents that are driving that number to see what might be happening. Again, we think this is manageable right now, but we do want to work with agents. It's critically important that they get their submissions in on time so we can underwrite them appropriately. On the next slide, voice of customer. Want to remind the committee that we do survey customers that call into our call center. We take thousands of calls from customers and we do give them the opportunity to take a survey on their satisfaction with Citizens. But we do ask a specific question about the agent. And on the next slide -- you've seen these trends before, but I wanted to show you how we closed out the year. All right. That red line is what's important. That red line reflects the customers' response to "How satisfied are you with the service provided by your Citizens agent?" Okay. And I'll point out 2024, record depopulation year, record amount of engagement with agents and consumers, and those SAT scores are just getting better, particularly as we close the year with November and December in the wake of hurricanes. So Chairman Newell and committee, we're very pleased with our progress here. We do work with agencies that are lower than average in this box in order to help them understand that their customers have an issue. We think this is mutually beneficial to the agents and Citizens, and we're clearly committed to make sure that that voice of customer and their feedback is incorporated in the agent operations and the agents are made aware. But, again, pleased to report that that trend line is going in the right direction and it's not insignificant given the level of activity that's going on at Citizens. With that, Chairman Newell, that concludes --

CHAIR NEWELL: Okay. Yeah, thanks, Carl. Yeah, this is Dave Newell. I'm just curious. I don't want to put you on the spot, but when you talk about the number of agents that may be falling a little short of that benchmark, how many agencies are we talking about, Carl? Can you quantify or --

MR. ROCKMAN: I can follow up specifically with you, but we have -- I would say there might be -- when we look at the scores, there might be 20 or 25 agencies that really are what we consider to be significantly below the number, and those are the agencies that our field managers will engage and make them aware that there's a consumer piece. But it's not -- it's a very manageable number, and once we engage the agents, surprisingly, the numbers tend to improve.

CHAIR NEWELL: Okay.

MR. ROCKMAN: So we're going to continue that (inaudible) cycle thing. Agency staff turns over. We have a lot of patience with the agents. We understand things can happen. But, again, it's our obligation to engage them if we see a trend, and we want to work with them to improve it.

CHAIR NEWELL: You know, the other thing -- Carl, this is Dave Newell again. The other thing I thought would be interesting, and I know you guys follow a lot of metrics there, is there -- you know, with all this depopulation activity, certainly agents are getting calls, you're getting calls. Is there a way to quantify the calls that you're getting that are specific from consumers about depopulation? Is that something you guys follow?

MR. ROCKMAN: I will defer to Jeremy a bit on that call center metric.

MR. POPE: Yeah. No, Dave, we can absolutely poll that. So there's dispositions on the codes -- or on the calls, and, yeah, we absolutely have, and that helps us just with, as you can imagine, staffing, making sure we have the right folks that are trained on the right products, services, and things like that, specifically with depop. But, yes, we do have those stats, but I don't have them with me, but we can get those stats if needed.

CHAIR NEWELL: Yeah, yeah, yeah. And where I was going with this, Jeremy, is there - - if we could look at that and see to make sure we're -- we're communicating the message about depopulation, whether it's coming from your side or the agent side or the carrier side, right? Because if questions are coming in and we see a common thread, maybe we're not doing a good job of communicating the right message to the consumer about depopulation. That's all.

MR. POPE: Totally fair. And how about the next committee? We'll take that as a takeaway just for us to look at the stats. I know we've used those stats to try to help target, you know, educational materials, so as I mentioned, videos and things like that, but we also measure the utilization of those online materials and things like that to make sure we have things well placed and are effective and all that. But, yeah, we'll come back to the committee at the next -- just with some follow-up after we've looked at some of the stats, if you will.

CHAIR NEWELL: Well, I appreciate that because as we all sit here and we deal with these issues, you know, at the end of the day, it's the consumer, right? And if we're not messaging this properly, that's going to drive calls to the agent, calls to the consumer helpline, and all that stuff, and I'm just wondering if we could do a better job. So thanks - - thanks for doing that.

MR. POPE: Fair enough. You got it.

CHAIR NEWELL: All right, Carl. I think that concludes your reports. Anything else?

MS. PEREZ: It's Lissette again. I have a question for Carl, I'm sorry, as a follow-up to the EZLynx exceptions. Carl, what should be the expectations as far as timeline when

there's an exception?

MR. ROCKMAN: Yeah. We're very committed to a one-day turnaround Lissette, and I've said publicly that one day may be too long. Okay. We are very, very focused on the need to turn those exception returns around. That's why we've been piloting this and the pilot agencies to get a feel for the percent of new business that's going to need an exception. And we're absolutely committed on the back end to make sure the staffing and everything is appropriate to make sure we can turn that around. So we need to turn this on. So far, the pilot agencies have given us a pretty strong indication of what the exception percentage would be. I don't want to state that publicly quite yet till we scale, but we're feeling confident that -- and it's a number that our agent roundtable, if they've been in our ear about any one thing on this rollout, it's the exception process. So we are very focused, and I would say that the committee should have some very high expectations of our performance in that area.

MS. PEREZ: Very well. Thanks, Carl.

MR. ROCKMAN: Thank you.

CHAIR NEWELL: All right. Anything else for Carl or Jeremy or Jay? All right. Any new business? Any new business before the committee? All right. Before we sign off, I just want to -- for the record -- again, this is Dave Newell. Marshall has been on the whole time. He's having some issues with his phone. So just wanted to clarify that that Marshall has been on. And, Alan, unfortunately, could not join us, but he wanted to make sure -- send his apologies, but he had something come up personally, and so he couldn't join the committee call today. So just want to make sure we have that on the record. Okay. With that in mind, do I hear a motion to adjourn the committee meeting?

UNIDENTIFIED SPEAKER: Motion to adjourn.

CHAIR NEWELL: All right. How about a second?

MS. AUGUSTYNIAK: I second.

MR. ROKEH: Greg Rokeh with a second.

CHAIR NEWELL: All right. Lori beat you, Greg. Lori beat you. So all right, folks. Thanks. Meeting adjourned. Have a great rest of your week.