



Upstream by Joe Flood Insurance Brokerage

Presented By: Joe "Flood" Rossi

Today's Presenter

Joe “Flood” Rossi, CFM, ANFI



- Founder: Joe Flood Insurance Brokerage
- Founder: Joe Flood Consulting
- Executive Director: Mass. Coastal Coalition
- Chair: Marshfield CRS Committee
- Chair: National Flood Association Legislative Committee
- Board Member: IIABA Flood Insurance Task Force
- Board Member: Flood Insurance Producers National Committee
- Certified Floodplain Manager
- Associate in National Flood Insurance
- Degree in Architecture from Wentworth Institute of Technology

Joe Flood Insurance Brokerage Overview

Overview

Joe Flood Team:



Joe "Flood" Rossi
President, CEO
Email: joe@joefloodinsurance.com
Phone: 833.JFIB.NOW ex 3

- Founder of JFIB
- 12 years in flood industry
- 8 years in insurance industry
- Holds two flood designations (ANFI, CFM)
- Chairs several national committees



Art McKinney
Chief Operating Officer, Vice
President of Sales and
Marketing
Email:
art@joefloodinsurance.com
Phone: 860.752.0532

- 22 years in insurance industry
- Prior owner of independent agency
- Marketing rep at WYO for 8 years
- Holds ANFI designation



Chris St. George
Chief Underwriting Officer
Email: chris@joefloodinsurance.com
Phone: 833.JFIB.NOW ex 1

- 27 years in financial services industry
- MBA
- Former head underwriter at insurtech startup
- Oversees all underwriting at JFIB



Catherine Joyce
Risk Placement Manager
Email: catherine@joefloodinsurance.com
Phone: 833.JFIB.NOW ex 2

- 6 years in insurance
- CISR
- Experience in all insurance lines
- Oversees risk placement

Overview

Insurance offerings

- Wholesale flood insurance brokerage
- Founded September 2021
- Over 20 flood insurance offerings (commercial and personal)
- Our own flood insurance program (Upstream)
- Standard and unique programs available (deductible buy down, mobile home park BI only, scheduled locations, builders' risk, etc)

Overview

Services

- Reviewing and filing of LOMAs (Letters of Map Amendment)
- Online elevation certificate ordering
- Flood education (offered quarterly or on request)
- Flood Risk Reports
- Continued investments into technology to make the agents quoting experience better
- Newsletters and updates to keep you in the loop within a dynamic industry

Upstream: Overview

Upstream

Joe Flood's own product

- 100% backed by Chubb on A++ paper (SL)
- Primary and excess
- Personal and Commercial
- Multi-building, multi-location
- Underwritten “in house”
- Excellent coverage
- lender compliant



**BY JOE FLOOD
INSURANCE
BROKERAGE**

Upstream: Primary Program

Upstream

Primary program:

- Limits:
 - \$5m building/contents combination
 - BI: 25% of TIV (max \$1,250,000)
- Eligible Risks:
 - Personal and Commercial
 - Almost all classes of CL risks (except medical)
- TIV
 - \$5m TIV in house
 - More accepted on a submit basis
- All limits and TIV can be higher based on underwriter approval (up to \$300m TIV)

Upstream

Primary program:

- Details:
 - No waiting period (building/contents)
 - BI/LOR waiting period of 14 days
 - No elevation certs (except in limited situations)
 - Lender compliant
 - Modeled in house
 - Blanket or scheduled

Upstream

Primary program:

- Coverages:
 - JFIB Endorsement (added to all policies):
 - \$100,000 of ICC coverage
 - Loss avoidance expanded to include boarding up windows/doors (\$10,000 available)
 - Replacement cost loss settlement (building and contents)
 - Limited basement contents coverage (\$2,000)
 - Lender compliant language
 - Deductibles equivalent to NFIP
 - Coverage are at least at broad as the NFIP

Upstream

Primary program:

- Building Exclusions
 - Barrier Islands
 - All locations in V zones
 - Finished Basements
 - Risks that have suffered a prior flood loss
 - Contents or BI only or Contents/BI combined only
 - Properties built on stilts over water
 - CBRA risks as defined by the NFIP
 - Mobile, manufactured or prefabricated homes
 - Cat 1 exposed

Upstream

Primary program:

- Location Exclusions
 - Yolo County, **CA**
 - Canon City & Florence (Arkansas River), **CO**
 - Sterling (S Platte River), **CO**
 - Monroe Co, **FL**
 - Cedar Rapids, Davenport & Iowa City, **IA**
 - New Orleans, **LA**
 - Risks located south of the I10, **LA** or **MS**
 - Williamsport, Greensboro & Elkton, **MD**
 - Chesterfield, **MO**
 - Topsail Beach, **NC**
 - City of Minot, **ND**
 - Devils Lake & Stump Lake, **ND**
 - Fire Island, **NY**
 - Wilkes-Barre, **PA**
 - Block Island, **RI**
 - Daufuskie Island, **SC**
 - East of route 13 Accormack / Northampton, **VA**
 - Poquoson, **VA**
 - Risks located in Hampton, Norfolk, Roanoake, Maury River, Huntington, Franklin, Bone & Narrow, **VA**
 - Malibu through Santa Monica, **CA** – Risks located south or east (Pacific Ocean side) of Pacific Coast Highway 1
 - Padre Island, **TX**
 - Sacramento County, **CA**

Upstream: Excess Program

Upstream

Excess program:

- Limits:
 - \$10m building/contents combination
 - BI: 25% of TIV (max \$2,500,000)
- Eligible Risks:
 - Personal and commercial
 - Almost all classes of CL risks (except medical)
- TIV
 - \$25m TIV in house
 - More accepted on a submit basis
- All limits and TIV can be higher based on underwriter approval (up to \$500m TIV)

Upstream

Excess program:

- Details:
 - No waiting period (building/contents)
 - BI/LOR waiting period of 14 days
 - No elevation certs (except in limited situations)
 - Modeled in house
 - Blanket or scheduled
 - Underlying program does not need to be NFIP (reviewed on case-by-case basis)
 - 25% minimum earned

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Excess program:

- Coverages:
 - Forms to follow NFIP or follow property policy
 - Replacement cost loss settlement can be added (if following NFIP)
 - Can be layered with other programs
 - Can be part of layer at any attachment point

Upstream

Excess program:

- Building Exclusions
 - Barrier Islands
 - All locations in V zones
 - Finished Basements
 - Risks that have suffered a prior flood loss
 - Contents or BI only or Contents/BI combined only
 - Properties built on stilts over water
 - CBRA risks as defined by the NFIP
 - Mobile, manufactured or prefabricated homes
 - Cat 1 exposed

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Excess program:

- Location Exclusions
 - Fire Island, **NY**
 - Block Island, **RI**
 - Williamsport, Greensboro, Elkton, **MD**

Upstream: Special Program

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Special program:

- Limits:
 - TIVs outside \$500m are put through our special program
 - Limits are unlimited but market must have appetite
- Eligible Risks:
 - commercial excess
- TIV
 - \$500m +
- Details
 - Forms are custom
 - Reserved for largest commercial clients (need 6 to 8 weeks)
 - For multiple buildings and multiple locations

Upstream: How to write

Upstream

How to write:

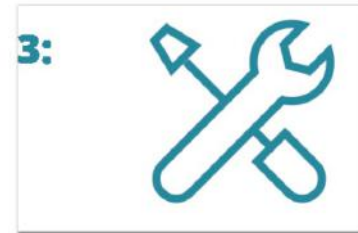
- Sign up with JFIB
- Submit a risk through our quoting portal
- We quote Upstream with every eligible risk
- Risk score 75 or lower get automatic quote
- Risk score 76 or higher goes to underwriting
- Risk score 100 and exposed to C1 surge or over \$2m TIV: not eligible



1:
Sign up. It takes
2 minutes.

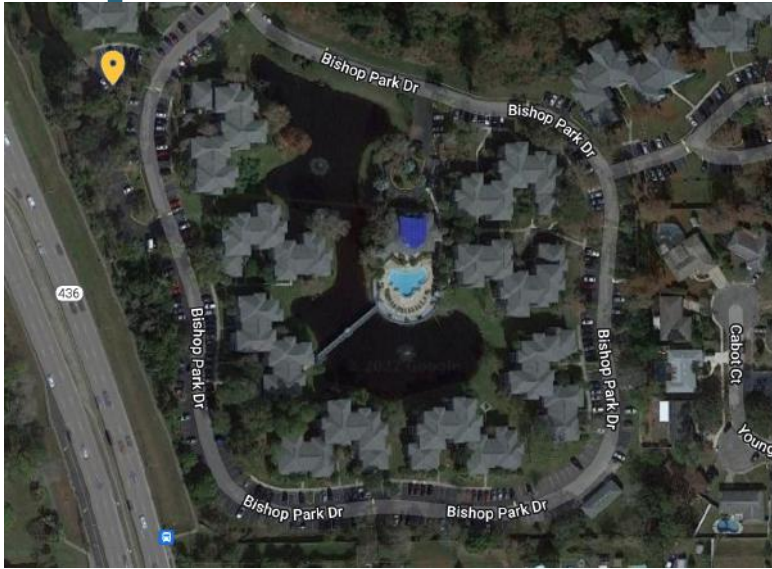


2:
Get flood quotes
using our online
form.



3:
Talk to our team of
underwriters.

Upstream



SLOSH C1 Max	11.1 ft	SLOSH C2 Max	18.7 ft
SLOSH C3 Max	21.9 ft	SLOSH C4 Max	24.5 ft
SLOSH C5 Max	0 ft		



Flood Risk Score

Upstream

Timelines:

- Personal lines risks: standard wait times based on the online portal (urgent(limited options)/48 hours/2-7 days)
- Commercial (small to medium up to \$5m to \$10m TIV): standard wait times based on the online portal (urgent(limited options)/48 hours/2-7 days)
- Commercial (medium to large \$10m + TIV): 2 weeks ideal, 4 weeks better

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Documentation:

- Prior declarations help
- Target premium
- If layering, underlying policy/limits
- If commercial or multiple locations, a Statement Of Values (SOV)
- Any type of elevation information that could help
- Anything requested by underwriting


Major Takeaways

Major Takeaways:

- Upstream: the proprietary flood insurance product from JFIB
- Upstream offers primary and excess coverage for both PL and CL risks
- TIVs large and small
- All risks modeled in house
- We quote Upstream with all submissions, and you can request quotes just from Upstream
- Large commercial (500m TIV+) can be placed as well through our special programs
- Working on limited wholesale partners

Born from experience.

Built for simplicity.



BY JOE FLOOD INSURANCE BROKERAGE

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CREATING "UP"ORTUNITIES WITH YOUR CLIENTS

Primary Program: 100% Chubb A++ Paper

AVAILABLE LIMITS: Up to \$5,000,000 building/contents combined limits for any one risk. 25% of TIV (max \$1,250,000) for Business Interruption for any one risk.

ELIGIBLE RISKS: Residential and commercial exposures of up to \$5,000,000 in TIV. Higher TIV considered on case by case basis.

WAITING PERIOD: No waiting periods for any policy.

EXCLUSIONS: Finished basements, barrier islands, prior losses, 100% over water, CBRA/OPA, and mobile homes (some other exclusions may apply).

"UP"ORTUNITY: No elevation certificates are required. Upstream utilizes technology to rate and underwrite each policy.

Excess Program: 100% Chubb A++ Paper

AVAILABLE LIMITS: Up to \$10,000,000 building/contents combined limits for any one risk. 25% of TIV (max \$2,500,000) for Business Interruption for any one risk.


ELIGIBLE RISKS: Residential, commercial, and condo exposures of up to \$25,000,000 in TIV. Higher TIV considered on case by case basis.


WAITING PERIOD: No waiting periods for any policy.


EXCLUSIONS: Finished basements, barrier islands, prior losses, 100% over water, CBRA/OPA, and mobile homes (some other exclusions may apply).

"UP"ORTUNITY: Can be layered on top of any other program. No elevation certificates are required. Much higher TIV is allowed on a case by case basis.

GET APPOINTED, SEND RISKS, THAT EASY.

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Go to joefloodinsurance.com/sign-up and complete the form. It takes 2 minutes.
- 

Go to joefloodinsurance.com/quote & send risk info using the online form.
- 

Our underwriters work to get you the best price and coverage available. It's that easy!

Upstream coverage is built by experts to make the flood insurance experience simple for agents. Upstream comprehensively covers insureds against the peril of flood. Below are some coverage highlights. Joe Flood Insurance Brokerage is bringing more "up"ortunity to agents across the country.

- + 100% backed by Chubb A++ paper.
- + Broader coverage, higher limits, lender compliant.
- + Proprietary endorsements automatically added to further enhance coverages.
- + Replacement cost loss settlement on almost all policies.
- + \$100,000 Increased Cost of Compliance.
- + \$10,000 loss avoidance. Loss avoidance expanded to include cost to board up windows and doors.
- + Deductibles equivalent to the NFIP.

Contact us



Joe Flood Insurance Brokerage

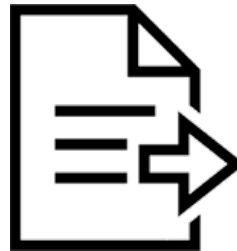
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Go to www.joefloodinsurance.com/sign-up and complete the form. It takes 2 minutes.



Go to www.joefloodinsurance.com/quote and send risk info using the online form.



Our underwriters work to get you the best price and coverage available. It's that easy!