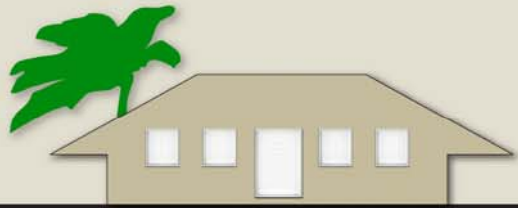




# MY SAFE FLORIDA HOME PROGRAM



**ALEX SINK**  
**CHIEF FINANCIAL OFFICER**  
**STATE OF FLORIDA**



# MY SAFE FLORIDA HOME PROGRAM

## Creation of My Safe Florida Home Program

- 2004 and 2005 hurricanes inflicted **\$33 billion in insured losses on 2.8 million** Florida homeowners.
- There are approximately **4.4 million single-family, site-built homes** in Florida representing \$1.65 trillion in insurance exposure. Average age of these homes is **24 years** old.
- In a 2005 study, the National Institute for Building Sciences concluded that **for every dollar invested in mitigation, there is a savings of \$4.**



# MY SAFE FLORIDA HOME PROGRAM

**Florida Legislature created My Safe Florida Home to:**

- **Help Floridians better **protect their property****
- **Help Floridians **save money on insurance premiums****

**Goals Set by the Legislature:**

- **Provide free home inspections to **400,000 Floridians****
- **Provide matching grants up to \$5,000 to **35,000 Floridians****



# MY SAFE FLORIDA HOME PROGRAM

Who is eligible for a free wind inspection  
and how do they sign up?

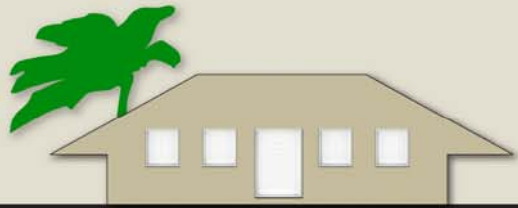
- Single-family, site-built homes statewide
- Apply online or by phone
- Inspection scheduled within 2 weeks
- Report sent within 30 days of inspection



# MY SAFE FLORIDA HOME PROGRAM

## What's Involved in an MSFH Inspection

- Inspection focuses on **two** key areas:
  - **Openings:** Windows, Exterior Doors and Garage Doors
  - **Roof:** Covering, Roof Deck Attachment, Roof-to-Wall Connections, Gable Ends and Secondary Water Barrier
- On average, an inspection takes **47 minutes.**



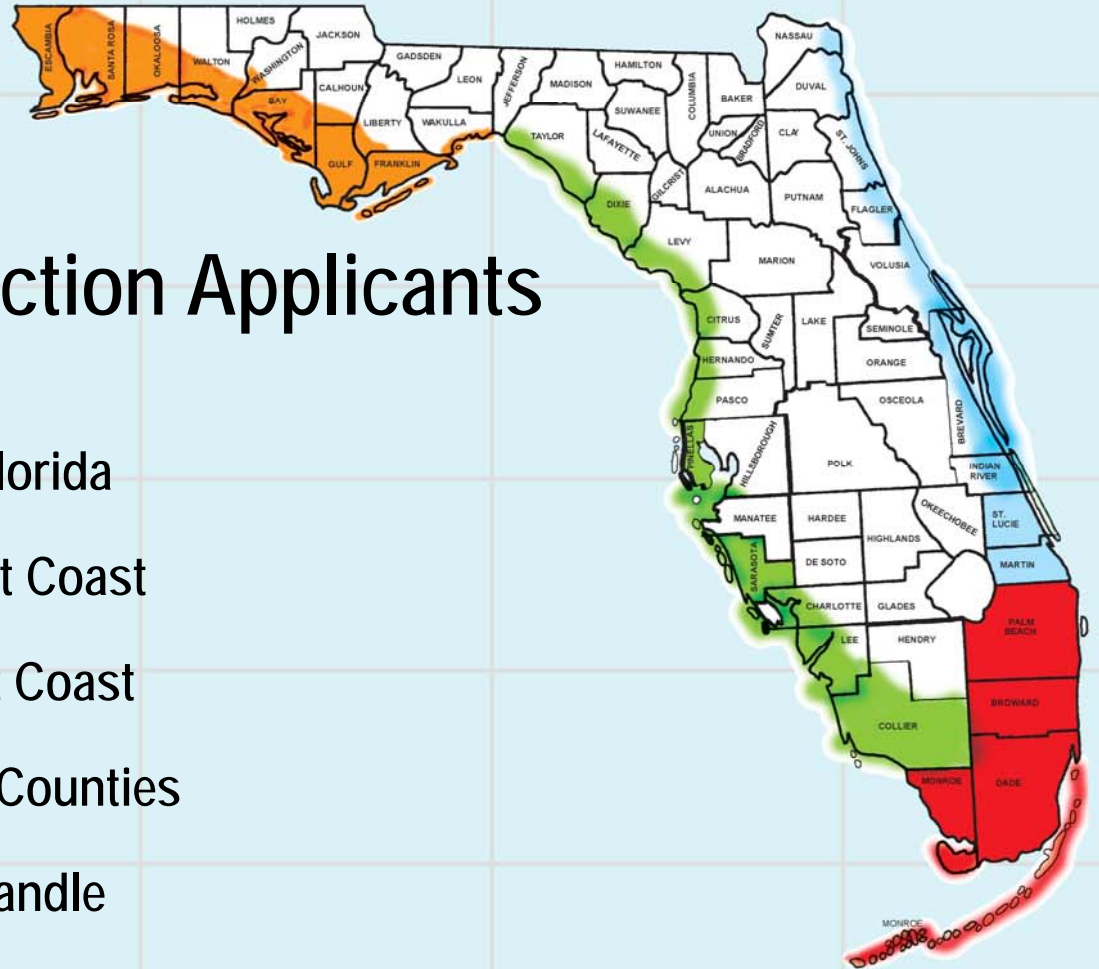
# MY SAFE FLORIDA HOME PROGRAM

## Inspection Report Gives Homeowners:

- Improvement Plans
- Cost estimates to make improvements
- Projected insurance savings
- Hurricane-resistance rating scale



# MY SAFE FLORIDA HOME PROGRAM



## Snapshot: 179,390 Inspection Applicants

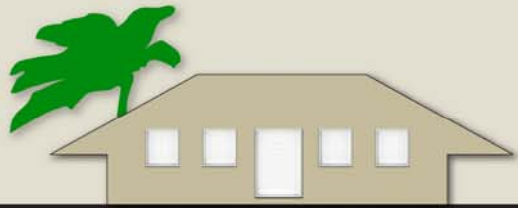
- 36% of applicants are from South Florida
- 30% of applicants are from the West Coast
- 15% of applicants are from the East Coast
- 11% of applicants are from Interior Counties
- 9% of applicants are from the Panhandle



# MY SAFE FLORIDA HOME PROGRAM

## Other Interesting Facts about our Inspection Applicants

- **Nearly 23%** are insured with Citizens Property Insurance Corporation.
- Average age of homes inspected is **26 years old**.
- Average insured value of homes inspected is **\$238,000**.



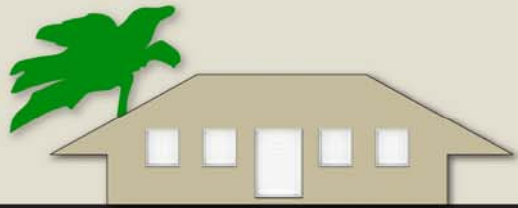
# MY SAFE FLORIDA HOME PROGRAM

## INSPECTION RESULTS

Of **148,908 inspections** completed to date,  
more than **109,000 homeowners (74%)**  
were eligible

for **\$224 in insurance savings** on average  
without hammering the first nail.

That's a **potential \$24.5 million** in wind  
insurance savings statewide.



# MY SAFE FLORIDA HOME PROGRAM

## INSPECTION RESULTS

On average, homes inspected scored a **44**  
on a scale of 0 to 100  
for their ability to withstand damage  
from hurricane winds.

### Plan A:

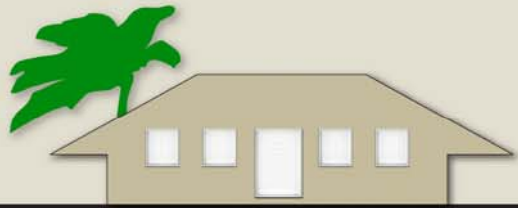
Estimated Costs \$3,748  
Average Discounts\* 24%  
Rating Scale Moved 44 to 55

### Plan B:

Estimated Costs \$6,251  
Average Discounts\* 27%  
Rating Scale Moved 44 to 62

### Plan C:

Estimated Costs \$9,493  
Average Discounts\* 30%  
Rating Scale Moved 44 to 72  
\* (Wind portion of premium)



# MY SAFE FLORIDA HOME PROGRAM

**Who is eligible for a grant of up to \$5,000 and how do they sign up?**

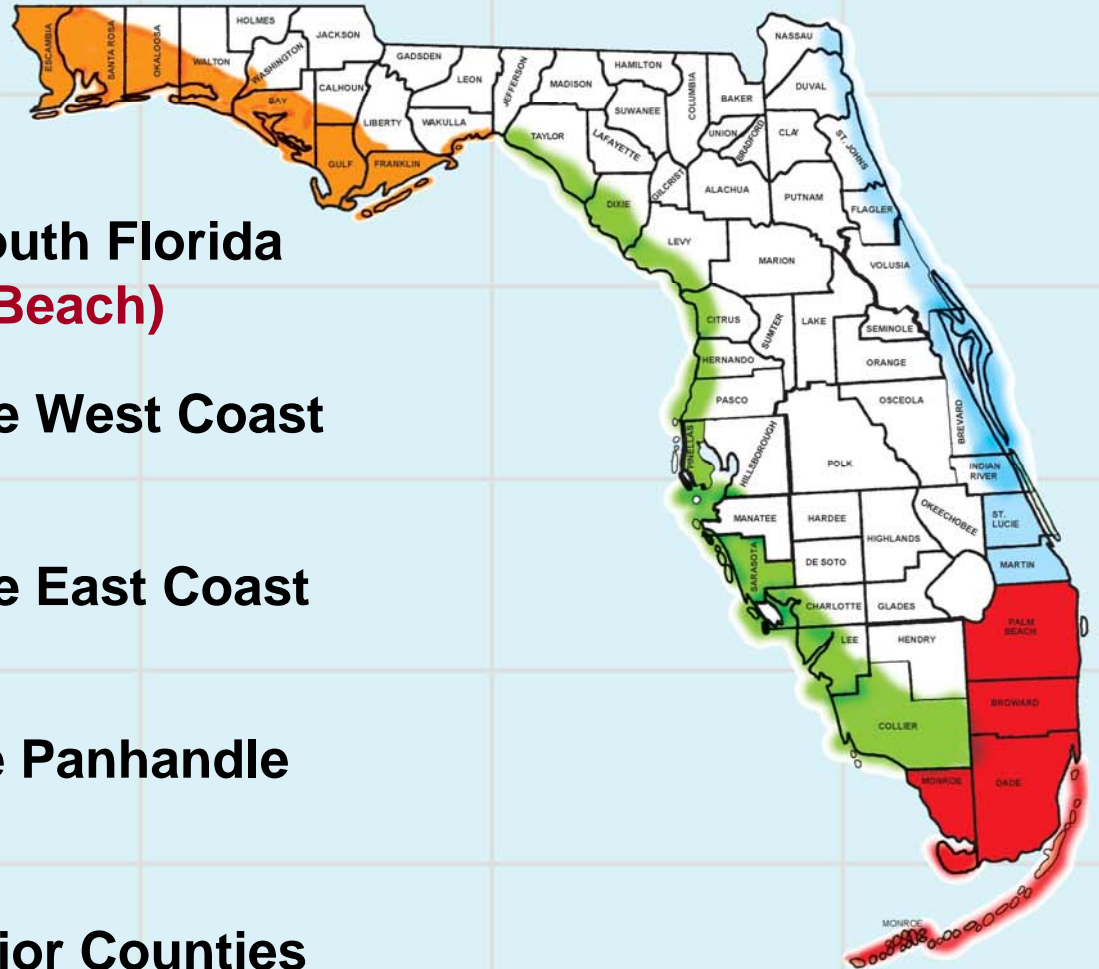
- **Single-family, site-built home that has been inspected:**
  - **Insured value of \$300,000 or less**
  - **Homestead exemption**
  - **Located in wind-borne debris region**
  - **Permit application to build home issued before 3/1/2002**
- **Apply online or by phone**
- **Grant approved and forms sent within 30 days**
- **Reimbursement requests paid within 6 weeks, on average, if complete**

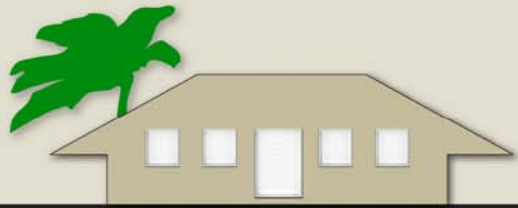


# MY SAFE FLORIDA HOME PROGRAM

## Snapshot of Grant Applicants

- 50% of applicants are from South Florida (Monroe, Dade, Broward, Palm Beach)
- 23% of applicants are from the West Coast (Collier to Taylor)
- 14% of applicants are from the East Coast (Martin to Nassau)
- 12% of applicants are from the Panhandle (Escambia to Wakulla)
- 1% of applicants are from Interior Counties





# MY SAFE FLORIDA HOME PROGRAM

## OTHER FACTS ABOUT GRANT APPLICANTS

Nearly 30% of applicants are insured with **Citizens Property Insurance Corporation.**

About 37% of homeowners qualified as **low-income.**

The average age of the homes being retrofitted is **29 years old.**

The average insured value of homes is **\$217,000.**



# MY SAFE FLORIDA HOME PROGRAM

Of homes awarded grant funds to  
**protect all openings,**  
the **average increase in strength** to the home  
as measured by the  
hurricane-resistance rating scale  
is **36%** (or 16 points).



# MY SAFE FLORIDA HOME PROGRAM

## Public Education and Outreach Efforts for My Safe Florida Home Program

- “Safe Living” Events in nine cities (in partnership with FAIA, Home Depot and FLASH) in summer of 2007.
- MSFH fairs in three cities (in partnership with manufacturers, contractors involved in MSFH) in fall of 2007.
- Billboard Advertising campaign launched in fall 2007.
- TV and radio advertising campaign begins March 2008.



# MY SAFE FLORIDA HOME PROGRAM

## What Motivates Homeowners to Participate in the or My Safe Florida Home Program

- A recent public opinion survey revealed four out of 10 homeowners would participate if saving money on their wind insurance was possible.
- Safety ranked equally with savings with four out of 10 homeowners saying they would sign up if it helped them learn how to strengthen their homes against hurricanes.
- Homeowners are more motivated to participate if they believe others are doing it rather than being told to do it.