



Who We Are

Selective was founded in 1926 and began writing flood insurance in 1984 as one of the first insurance companies to join the National Flood Insurance Program (NFIP) as a Write Your Own (WYO) carrier. Selective has achieved an “A” (Excellent) or better financial strength rating from A.M. Best since 1930. The flood organization has built a solid reputation for both quality customer service and superior technology.

Selective has earned the endorsement of the National Independent Insurance Agents and Brokers of America (IIABA). We are also a member of the Flood Insurance Servicing Companies Association of America, Incorporated (FISCAA), the WYO Marketing Committee, and the Institute for Housing and Business Safety Flood Committee, all of which serve as government advisory boards on enhancing and administering the NFIP.

Selective’s Flood Operation is dedicated to providing solutions for your flood insurance needs. Our employees service your business, not a third-party administrator (TPA). As a Selective Flood agent, you will be assigned to one of eight regional underwriting teams who will assist with quoting, policy issuance and other policy administration items. Selective also has a dedicated flood customer service unit that is staffed 8:00 am to 10:00 pm eastern central time Monday through Friday. In the event that your customers experience a claim, Selective’s Claim department is just a phone call away with the ability to report a claim 24/7.

Need assistance with a marketing campaign, moving a book of business to Selective or even training? Your dedicated Territory Manager is available to assist you in all of these areas and more.

Getting appointed is easy with Selective. The Flood Licensing group will guide you every step of the way to get you set up to write business with Selective quickly. Please see the enclosed contact sheet on ways to reach your Selective team.

Target Classes

Selective provides flood insurance for both personal/residential and commercial risks nationwide. Flood coverage can be offered for any eligible building and its contents (subject to policy limitations) located in a community that participates in the NFIP. Traditionally, most





flood insurance is written on personal property, however; recent marketplace changes have increased the need for flood insurance for commercial risks.

Agents are finding it vital to offer flood insurance on all property types to protect their E&O exposure. The following are just some of the commercial markets in which we have seen increased sales in the recent past:

Apartment Buildings

Churches/Schools

Condominium Associations/Units

Hotels/Motels/Restaurants

Malls

Municipalities

Technology – SelectiveFlood.com

SelectiveFlood.com is a state-of-the-art internet based flood system designed to make writing flood insurance with Selective both easy and profitable for independent insurance agents throughout the United States. Our system features automated flood zone determinations, direct deposit of commissions, automated downloads utilizing a variety of agency management systems and a customer self-service site that allows your customers to print and view declaration pages, view and pay renewal bills and report claims - among other things.

Co-Branding/Marketing

As a Selective Flood agent, you have access to Selective's online marketing portal that helps you, our agent, get your name out to clients and prospects in your area with co-branded materials ordered right from your desktop. Available co-branded marketing tools include billboard ads, radio spots and direct mailings in both English and Spanish. Selective also offers numerous flyers and brochures that are specific to Flood insurance coverage and disaster preparedness that you can share with your current and potential clients.

