

The Changing Role of Today's Florida Realtors.



MySafeFLHome.com



A program administered by the Florida Department of Financial Services, 200 East Gaines St., Tallahassee, FL 32399-0317

TODAY, FLORIDA'S REALTORS ARE PROFESSIONALS THAT ARE WELL VERSED IN EVERYTHING FROM BUILDING CODES, HOME INSURANCE POLICIES AND THE COMPLEX PROCESS OF BUYING AND SELLING OF HOMES.

A Today's professional Realtor is much more than a salesperson. They are trusted advisors that provide clients with information and guidance throughout the real estate transaction process. So in Florida, where 40% of all hurricanes strike, the more than 215,000 Realtors must provide guidance about levels of disaster risk by home location, features that make a home resilient, and how the factors affect affordability.



A sign of the times? Maybe not. The role of today's Florida Realtors goes beyond just selling a house and putting a "sold" sign in the yard.

Florida Realtors need to understand construction basics and how features like hurricane shutters and strong roof-to-wall and wall-to-foundation connections affect the price and availability of property insurance as well as home value. Familiarity with these factors in today's often challenging insurance market helps Realtors inform their clients about the considerations that drive good home buying and home-selling decisions.

Many valuable tools and resources are now available to help evaluate disaster risk and options. Realtor.com offers flood and wildfire risk information for each property listed. The nonprofit Federal Alliance for Safe Homes—FLASH offers a digital Buyers Guide to Resilient Homes with resilience checklists for each natural hazard. Both resources provide general risk and feature analysis.

Last year, the Florida Legislature created the **My Safe Florida Home (MSFH) program** as part of the insurance reform package designed to create an inventory of stronger Florida homes and to help homeowners cope with property insurance price and avail-

ability challenges. MSFH offers customized information and powerful tools with free, on site home wind-mitigation inspections statewide and matching grants for older homes in specific coastal communities.

The MSFH wind inspection reports provide homeowners and prospective sellers with essential home strength and feature information. The inspections often reveal existing construction elements that

qualify owners for annual insurance cost breaks. As wind coverage can comprise approximately 20%-50% of the total cost of a typical homeowners policy, resilient home features can be worth thousands in annual savings. They also highlight potential retrofitting or upgrade projects to enhance a home's hurricane resilience. Due to the insurance savings, these projects often pay for themselves in just a few years.

According to the First Street Foundation catastrophe models, hurricane exposure will continue to expand during the next 30 years. In Florida, they project that the 2.5 million homes exposed in 2023 will grow to more than 4 million by 2053.

Professional Realtors have the best opportunity to help Floridians meet this future resiliently. Their invaluable counsel can help clients weather today's storms and meet tomorrow's growing hurricane risks to make their homes safer, stronger, and easier to sell.

So get READIER before the start of hurricane season on June 1 and apply for a **FREE home Wind-Mitigation Inspection at www.MySafeFLHome.com.**

For more information, contact Tim O'Neil 850-212-5454 or email: tim.oneil@myfloridacfo.com

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