



Strategic Insurance Services

4501 Mainlands Blvd. West

Pinellas Park, FL 33782

Dear XXX,

I'm writing to let you know that your current homeowner's insurance company (Lighthouse Insurance) has recently lost their Demotech financial rating and likely will be placed into rehabilitation or receivership shortly. This means that your home insurance carrier will no longer be in business as a home insurance company in Florida, and we will have to find you alternative coverage.

First a quick background. I've been an agent in the Florida Insurance business for over 19 years (all of my career) and this is the worst home insurance market I have ever seen. You may have seen reports on the news or heard friends talk about home insurance companies going out of business, and unfortunately, it's getting worse. Attached with this letter is an infographic that paints the picture quite clearly.

Simply put, Florida home insurance carriers have lost over 1 BILLION+ dollars in the last year & continue to lose money. There's a variety of factors at play, but no doubt, the prior years of accumulated hurricane claims have caught up, as well as our state having more insurance lawsuits than any other state in the USA.

I'm not here to defend the insurance companies, but rather to protect you and your family as our policyholder.

I put together a Q&A to help simplify the process for you so we can make sure you get the best coverage and rates available.

Question: What is Strategic Insurance doing about this?

Answer: Our team has already begun working on your behalf and is working to re-quote with other home insurance carriers. We will need your help and likely need updated information, and possibly updated inspections from you. We are also posting updated information about the Florida homeowners insurance crisis on our Facebook page which you can find at

<https://www.facebook.com/strategicinsurance>

Question: What does this mean to you?

Answer: We have 30 days from the time the receivership notice is officially filed with the state to find other insurance coverage. The carrier will no longer be able to do business in Florida so it's imperative we move quickly. We have access to every major carrier that is still writing in the state of Florida, along with the team, technology, and processes to handle this for you. We must act quickly so you have no lapse in coverage.

Question: What is needed from me, the client?

Answer: Given that you are a current client we have most of the information needed in your file. We may need a **new 4 point and wind mitigation inspection**, as required by a new company to rewrite your insurance. Companies only look at inspections that are typically 12-24 months old. Any licensed home inspector can assist with a new 4 point and wind mitigation inspection.

Question: Where can I find information about home inspectors for my home?

Answer: Here's a list of home inspectors we know do good work. Note, you can use any licensed home inspector and we receive no referral or marketing fee from these inspectors. We simply are trying to help the process here:

Robbins Home Inspections – Chris 727-637-8452; <https://www.robbinshomeinspections.com/>

Matter Home Inspections – Peter 727-388-1616; <https://matterhomeinsp.com/>

PCI Inspections – George 727-520-3657; <http://premiercertifiedinspections.com/>

RMC Inspections – Robert 727-422-7688; <https://www.rmcinspections.net/>

As mentioned above, our team is working on this, and you should be hearing from us very soon. In the meantime, if you have any questions or want to contact us about this you can reach out to us at info@GetStrategicIns.com, or call our office at 866-INS-0123.

You can also Live Chat with our team on our website at www.GetStrategicIns.com.

We all love our state and the beautiful Tampa Bay area, unfortunately, this is one of the challenges of living in Florida.

Our mission is “to help families, and businesses Prepare, Protect & Recover from life’s unexpected events.” We are here for you and appreciate your business.

Sincerely,



Doug Levi

Principal Advisor/Owner

Strategic Insurance Services

HOME INSURANCE RATES ARE SKYROCKETING IN FLORIDA.

HERE'S WHY.

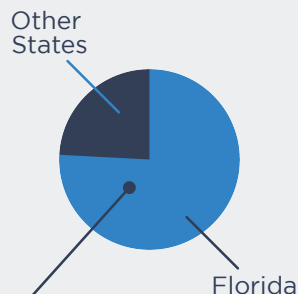


Despite legislative reforms passed during the 2021 Legislative Session, Florida's homeowners have continued to see **dramatic property rate increases**. At the same time, the insurance industry is losing billions to unnecessary lawsuits from third-party contractors. In the first three quarters of 2021, financial results show that property insurers had **\$1.22 billion in underwriting losses**.¹

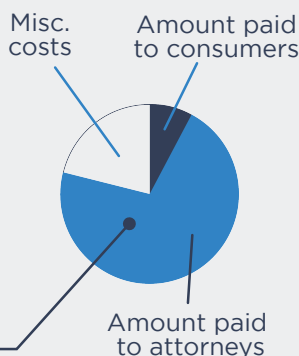
So, what does this have to do with your property insurance rates going up? **Everything.**

Florida's insurance marketplace has been plagued by unscrupulous cottage industries **whose business model is capitalizing on consumers' insurance policies**. Bad actors in the construction, roofing, public adjusting, and legal industries have used abusive solicitation and marketing tactics to manipulate the claims process for their benefit.

Only **8.15%** of all U.S. homeowner claims were opened in Florida in 2019. Yet, Florida accounted for **more than 76 percent** of property claim lawsuits in the U.S.²

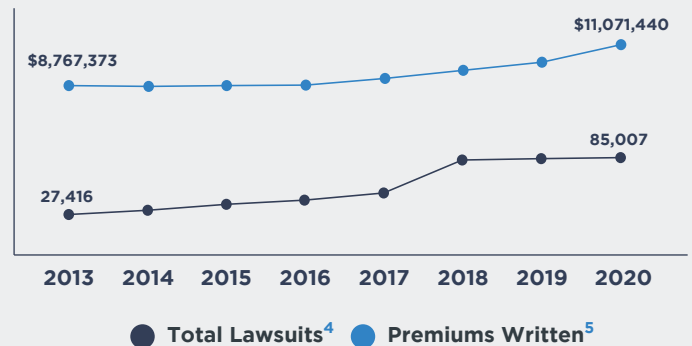


Between 2013 and 2020, Florida's property insurers paid out fifteen billion in claims costs. Only eight percent of that was paid to consumers, while **71% was paid to attorneys**.³



In 2020, Florida's homeowners paid **\$651 more** than people in nearby states like Georgia and Alabama. This year, that gap is projected to **grow to \$866**.

Total Lawsuits vs. FL Direct Premiums Written (2013-2020)



The cost of bad actors and third parties filing false or inflated insurance claims is passed along to all of us.

Tasha Carter
Insurance Consumer Advocate



If you're one of the thousands of homeowners in Florida who can't afford property insurance increases, **NOW** is the time to tell your elected officials to **ACT**.

1. Guy Carpenter Industry Financial Reporting
2. National Association of Insurance Commissioners (NAIC) Market Conduct Annual Survey (MCAS) Report

3. Florida's P&C Insurance Market: Spiraling Towards Collapse
4. Citizens Litigation Compared to the Florida Market
5. Insurance Information Institute