



**2023 Annual Report**  
Florida Market Assistance Plan

## About FMAP

The Florida Market Assistance Plan (FMAP) is a program authorized by the Florida Legislature (627.3515, Florida Statutes) to help Florida property owners find and obtain private market insurance. The FMAP Board of Governors is comprised of the same members as the Board of Governors for Citizens Property Insurance Corporation (Citizens). FMAP is funded by Citizens and by an annual assessment of residential property insurers. FMAP operates according to statutory requirements created by the Florida Legislature and a *Plan of Operation* approved by its board and the Florida Office of Insurance Regulation (OIR).

## Operations

FMAP functions primarily as a referral program that aligns consumer property coverage needs with agents and property insurers writing private market residential property insurance coverage. FMAP is operated by Citizens at its Tallahassee corporate headquarters. Customer support for inbound calls is currently managed by Citizens' Customer Care Center.

## Referral Program

FMAP's free online referral program for personal residential property insurance was designed to help consumers find insurance in the private market and reduce the number of applications for Citizens' coverage. FMAP consumers can register their property quote request by submitting their property details and contact information at [www.fmap.org](http://www.fmap.org). Property information is matched with participating agents who are licensed and appointed with insurance carriers actively writing in Florida. Agents are alerted to new leads via email and can access their results any time to provide quotes to consumers.

In 2023, FMAP received 11,421 requests from consumers seeking residential property insurance. Participating agents reported placing 838 customers into the private market resulting in a 7.3% conversion rate.

The following table provides a summary of referral program requests received from 2014 through 2023 and the estimated exposure placed in the private market:

Calendar Year	Consumer Requests	Offers Accepted	Consumer Requests Converted	Exposure Placed into Private Market
2014	29,984	2,981	9.9%	\$ 779,747,346
2015	15,905	1,786	11.2%	\$ 383,965,959
2016	9,799	1,155	11.8%	\$ 262,643,946
2017	8,449	1,001	11.8%	\$ 229,359,875
2018	8,776	1,204	13.7%	\$ 298,139,468
2019	9,886	1,483	15.0%	\$ 348,071,045
2020	10,546	1,187	11.3%	\$ 297,677,575
2021	8,352	453	5.4%	\$ 144,083,285
2022	11,039	541	4.9%	\$ 288,372,008
2023	11,421	838	7.3%	\$ 728,230,076

Table 1: Annual requests received, offers accepted, percent converted and exposure

## Requests by County

In 2023, homeowners with property in Orange County made the most requests for coverage, however, homeowners in Palm Beach County accepted the most offers.

County	Consumer Requests	Offers Accepted	Conversion Rate
ALACHUA	86	6	7.0%
BAKER	4	1	25.0%
BAY	84	3	3.6%
BRADFORD	10	0	0.0%
BREVARD	497	26	5.2%
BROWARD	864	52	6.0%
CALHOUN	7	0	0.0%
CHARLOTTE	224	11	4.9%
CITRUS	106	7	6.6%
CLAY	89	7	7.9%
COLLIER	189	33	17.5%
COLUMBIA	20	0	0.0%
DESOTO	20	0	0.0%
DIXIE	6	0	0.0%
DUVAL	400	31	7.8%
ESCAMBIA	146	6	4.1%
FLAGLER	82	12	14.6%
FRANKLIN	15	1	6.7%
GADSDEN	22	4	18.2%
GILCHRIST	6	0	0.0%
GLADES	12	0	0.0%
GULF	12	0	0.0%
HAMILTON	1	0	0.0%
HARDEE	7	2	28.6%
HENDRY	22	0	0.0%
HERNANDO	118	5	4.2%
HIGHLANDS	62	1	1.6%
HILLSBOROUGH	721	56	7.8%
HOLMES	6	0	0.0%
INDIAN RIVER	124	5	4.0%
JACKSON	13	0	0.0%
JEFFERSON	5	0	0.0%
LAFAYETTE	5	0	0.0%
LAKE	368	35	9.5%

  

County	Consumer Requests	Offers Accepted	Conversion Rate
LEE	563	40	7.1%
LEON	103	5	4.9%
LEVY	28	2	7.1%
LIBERTY	5	1	20.0%
MADISON	8	0	0.0%
MANATEE	216	13	6.0%
MARION	239	11	4.6%
MARTIN	101	9	8.9%
MIAMI-DADE	592	44	7.4%
MONROE	31	11	35.5%
NASSAU	51	5	9.8%
OKALOOSA	81	4	4.9%
OKEECHOBEE	23	0	0.0%
ORANGE	877	68	7.8%
OSCEOLA	274	27	9.9%
PALM BEACH	824	98	11.9%
PASCO	339	18	5.3%
PINELLAS	514	22	4.3%
POLK	421	15	3.6%
PUTNAM	42	1	2.4%
SAINT JOHNS	138	23	16.7%
SAINT LUCIE	197	16	8.1%
SANTA ROSA	89	8	9.0%
SARASOTA	383	23	6.0%
SEMINOLE	289	29	10.0%
SUMTER	82	5	6.1%
SUWANNEE	26	3	11.5%
TAYLOR	10	0	0.0%
UNION	8	0	0.0%
VOLUSIA	433	23	5.3%
WAKULLA	12	1	8.3%
WALTON	54	8	14.8%
WASHINGTON	15	1	6.7%
<b>Total</b>	<b>11,421</b>	<b>838</b>	<b>7.3%</b>

Table 2: Requests by county

### Requests by Age of Property

Homeowners with properties that are 26 – 50 years old made the most requests for coverage and placed the most requests into the private market.

Age of Property	Consumer Requests	Percent of Consumer Requests	Offers Accepted	Conversion Rate	*Exposure Placed into Private Market
0 - 10 Years	892	7.8%	149	16.7%	\$ 141,733,012
11 - 15 Years	246	2.2%	39	15.9%	\$ 31,538,673
16 - 25 Years	2,282	20.0%	267	11.7%	\$ 218,427,841
26 - 50 Years	5,111	44.8%	280	5.5%	\$ 252,131,442
51 Years Plus	2,890	25.3%	103	3.6%	\$ 84,399,108
<b>Total</b>	<b>11,421</b>	<b>100.0%</b>	<b>838</b>	<b>7.3%</b>	<b>\$ 728,230,076</b>

\*Amount of *Exposure Placed into the Private Market* is reported by the agent when the policy is bound.

Table 3: Requests by age of property

### Requests by Property Type

Consumers seeking coverage for single-family dwellings continued to be the most successful FMAP users in 2023.

Property Type	Consumer Requests	Percent of Consumer Requests	Offers Accepted	Conversion Rate	*Exposure Placed into Private Market
Apartment	55	0.5%	0	0.0%	\$ -
Condo	825	7.2%	46	5.6%	\$ 42,791,860
Duplex	180	1.6%	9	5.0%	\$ 6,078,130
House	8,295	72.6%	726	8.8%	\$ 663,179,312
Mobile Home	1,553	13.6%	33	2.1%	\$ 5,576,917
Townhouse	513	4.5%	24	4.7%	\$ 10,603,857
<b>Total</b>	<b>11,421</b>	<b>100.0%</b>	<b>838</b>	<b>7.3%</b>	<b>\$ 728,230,076</b>

\*Amount of *Exposure Placed into the Private Market* is reported by the agent when the policy is bound.

Table 4: Requests by property type

### Requests by Construction Type

In 2023, consumers whose property had masonry construction were the majority of FMAP users.

Construction Type	Consumer Requests	Percent of Consumer Requests	Offers Accepted	Conversion Rate	*Exposure Placed into Private Market
Aluminum	688	6.0%	17	2.5%	\$ 4,910,865
Frame	3,505	30.7%	213	6.1%	\$ 148,487,125
Masonry	6,854	60.0%	572	8.3%	\$ 537,514,270
Veneer	374	3.3%	36	9.6%	\$ 37,317,816
<b>Total</b>	<b>11,421</b>	<b>100.0%</b>	<b>838</b>	<b>7.3%</b>	<b>\$ 728,230,076</b>

\*Amount of *Exposure Placed into the Private Market* is reported by agent when the policy is bound.

Table 5: Requests by construction type

### Offers Accepted by Policy Form Type

In 2023, FMAP agents used policy form HO3 for most of the policies written into the private market.

Form Type	Offers Accepted	*Exposure Placed into Private Market
DP1	3	\$ 1,383,699
DP3	11	\$ 5,127,901
H01	1	\$ 341,500
H03	758	\$ 692,456,423
H06	30	\$ 22,300,200
H08	5	\$ 2,435,436
HW2	1	\$ 2
HW6	1	\$ 145,000
MDP1	1	\$ 75,000
MHO3	27	\$ 3,964,915
<b>Total</b>	<b>838</b>	<b>\$ 728,230,076</b>

\*Amount of *Exposure Placed into the Private Market* is reported by the agent when the policy is bound.

Table 6: Policy Form Types

## Companies Used Most by Agents to Place FMAP Property Requests

Company Name
Universal Property & Casualty Insurance Company
Florida Peninsula Insurance Company
Edison Insurance Company
Southern Oak Insurance Company
Slide Insurance Company

Table 7: Top active companies

## Participating Agents by County

Broward County has the highest number of participating agents.

County	State	Number of Agents Participating	County	State	Number of Agents Participating
ALACHUA	FL	2	MARION	FL	2
BAY	FL	2	MARTIN	FL	11
BERGEN	NJ	1	MIAMI-DADE	FL	45
BREVARD	FL	1	MONROE	FL	4
BROWARD	FL	61	OKALOOSA	FL	2
CHARLOTTE	FL	2	ORANGE	FL	11
CITRUS	FL	1	OSCEOLA	FL	5
CLAY	FL	2	OSWEGO	NY	1
COLLIER	FL	5	PALM BEACH	FL	47
COOK	IL	1	PASCO	FL	10
DUVAL	FL	12	PINELLAS	FL	20
ESCAMBIA	FL	3	POLK	FL	10
FLAGLER	FL	1	SACRAMENTO	CA	1
GULF	FL	1	SAINT JOHNS	FL	4
HERNANDO	FL	1	SAINT LUCIE	FL	8
HILLSBOROUGH	FL	25	SANTA ROSA	FL	2
INDIAN RIVER	FL	3	SARASOTA	FL	10
LAKE	FL	3	SEMINOLE	FL	15
LEE	FL	8	VOLUSIA	FL	2
LEON	FL	3	WAUKESHA	WI	1
MANATEE	FL	6	<b>TOTAL</b>		<b>355</b>

Table 8: Participating Agents by County

### **Future and Promotion of FMAP**

Ultimately, the success of FMAP lies not only in the customers it assists, but also in the amount of financial exposure FMAP is able to keep out of Citizens and place in the private insurance market. To facilitate FMAP's goal, improvements have continued to be made to the online platform which have increased useability for all users. Included in those enhancements was an update to the lead filtering function that now allows agents and internal users to find a specific lead more sufficiently. In addition to improvements made to the application, FMAP continued marketing efforts on social media platforms as well as public radio messaging. The primary focus of marketing FMAP has been to reestablish the brand with Florida consumers to generate awareness and interest in the service. Messaging has been a combination of organic and paid posts on Twitter and Facebook. FMAP also attended the FAIA's annual agent convention in July of 2023.

### **Financial Overview**

FMAP is funded by a \$450 annual assessment on residential property insurers. If additional funds are needed, Florida law requires Citizens to supplement the assessment funds. FMAP financials are audited annually by an independent auditor and reported to the FMAP Board and Florida Office of Insurance Regulation. We anticipate that future operational costs to maintain FMAP will be like those incurred in previous years. In 2023 we assessed 578 companies and collected a total of \$260,100.