

Flood Risk Communication



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Flood Risk

- Flooding is the # 1 natural disaster in U.S. & a major hazard of concern on the Cape
- Unfortunately, buyers and renters are not getting the flood-risk information they need.
- For markets to work properly, the participants need all of the information to make informed decisions



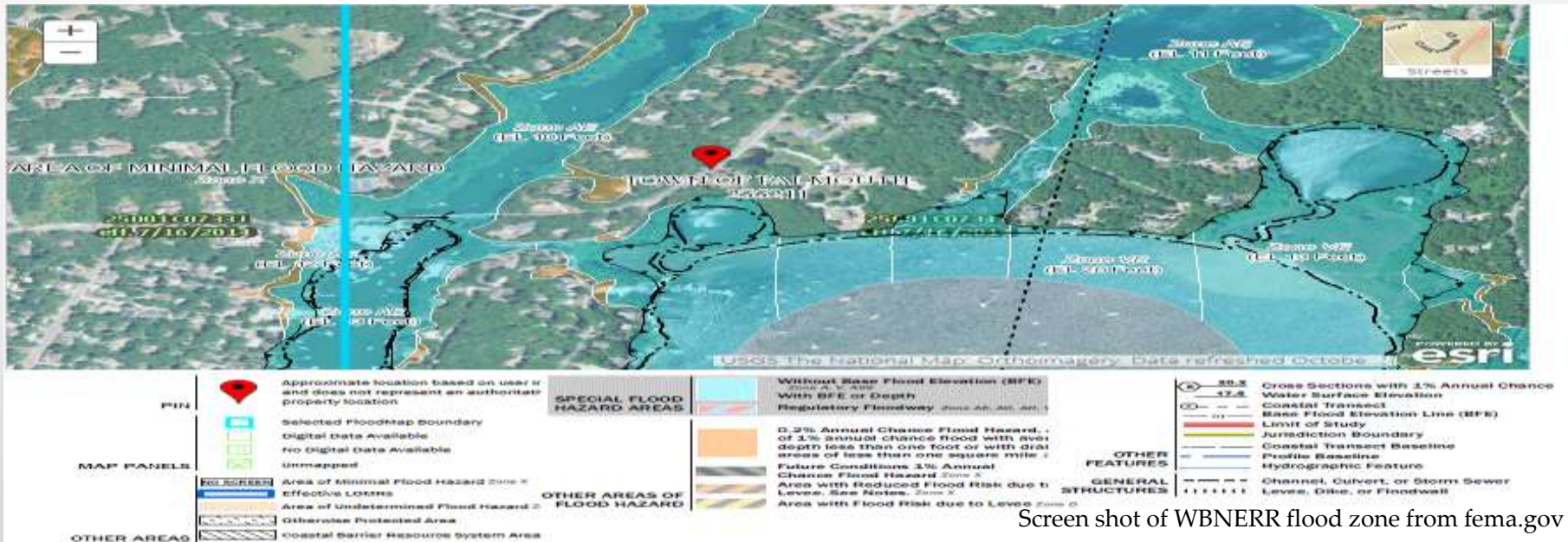
How flood risk is (mis)communicated

- The law varies state to state
- Checking local flood zone maps
- FEMA
- Are you in/out of a “Special Flood Hazard Area”
- Lack of information about potential damage to property



What is Missing?

- Important flood information is not available to the public.
- A need to educate people about increasing flood risk
- An easier way for buyers and renters to find information they need
- User-friendly informational tools
- The National Flood Insurance Program rates need to reflect the risks
 - “post disaster aid must come with standards requiring flood-resilient rebuilding”



Screen shot of WBNERR flood zone from fema.gov

How Can Realtors Help Fill the Gap



Resources

- Wharton University Digital Dialogue Series. Digital Dialogue No. 2 Improving Flood Disclosure
 - January 2019
 - <https://riskcenter.wharton.upenn.edu/digital-dialogues/improving-flood-risk-disclosure/>
- How America Fails at Communicating Flood Risk.
 - Oct. 11 2018
 - <https://www.citylab.com/environment/2018/10/how-america-fails-communicating-flood-risks/572620/>