



# FLOOD MITIGATION

Hampton Roads

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Business Development





# FLOOD MITIGATION HAMPTON ROADS

## BUSINESS MODEL

- FLOOD MITIGATION DESIGN AND CONSULTATION
- FLOOD AND STORM RELATED PRODUCTS
- CLASS A CONTRACTOR
- DOCUMENT PROCESSING AND BUREAUCRACY NAVIGATION



# MITIGATION RESULTS

PREMIUMS	COP	PREMIUMS AFTER
\$4,600	\$5,500	\$600
\$2,900	\$15,000	\$392
\$2,700	\$3,200	\$733
\$1,800	\$2,300	\$282



# MITIGATION IS NOT EASY

- POORLY TRAINED INDUSTRY PROFESSIONALS
- CONFLICTS BETWEEN BUILDING CODE AND FEMA CODE
- CODE UNDERSTANDING AND INTERPRETATION
- THE LEWIS AND CLARK FACTOR
- FINANCIAL RESOURCES
- POOR PUBLIC AWARENESS
- CHANGING PLATFORM



# GROUND ZERO

- FLOOD ZONES, ABANDON HOMES, SAD STORIES
- ANGER, CONFUSION, HELPLESSNESS
- DEPRESSED HOME VALUES, REDUCED TAX BASIS
- WASHED AWAY, DEMOLISHED OR MITIGATED
- REAL ESTATE INDUSTRY FRUSTRATION
  - AGENTS
  - BANKERS
  - PROPERTY AND CASUALTY
  - APPRAISERS



# **.GOV, .EDU, .ORG**

- PREDICTABILITY
- FINANCIAL OPTIONS
- CODE PRECEDENCE
- INDUSTRY WIDE INTREPRETATIONS
- CONSUMER PROTECTIONS
- MAKE THE PROCESS OF MITIGATION EASIER
- TRAINING
- AWARENESS



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