

Florida State of Insurance Survey: Enhancing Claims Communication For Homeowners

1K FLORIDA HOMEOWNERS
Hi Marley surveyed 1,000 Florida Homeowners who recently filed a property insurance claim

64%
Premiums increased in the last 3 years

53%
Saw recent increase in carrier options

65%
Home insurance market impacts long-term plans to stay in Florida

#1 FASTEST GROWING
U.S. State

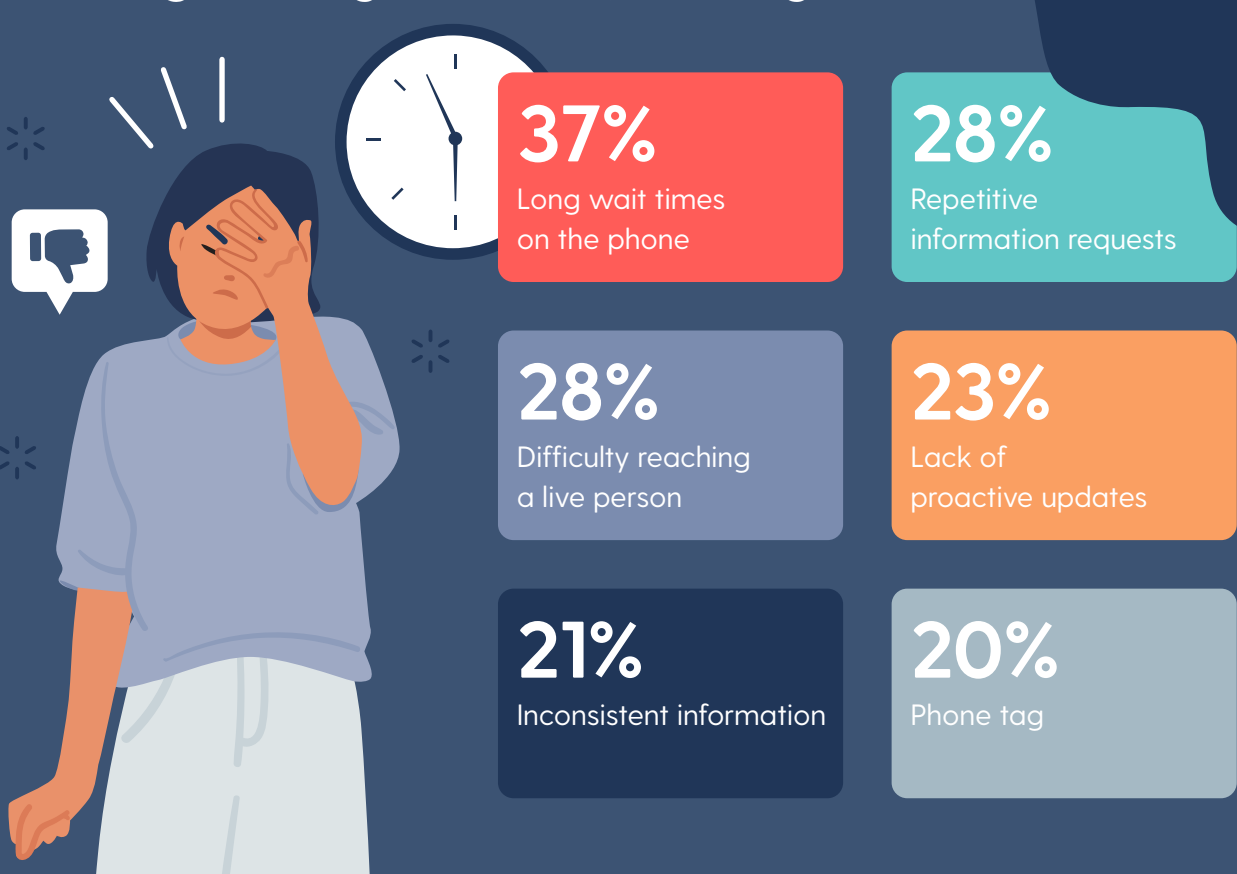
80%
Claims were hurricane-related

FLORIDA

carriers can't control the weather to keep costs low, but they can control the

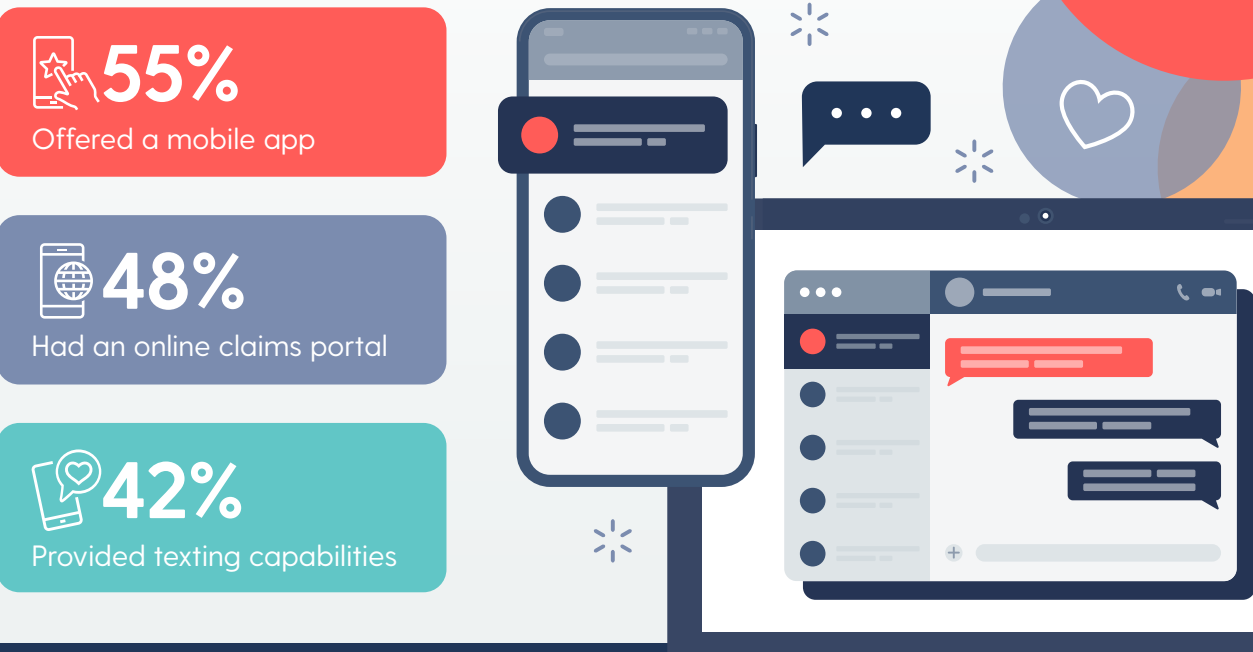
CLAIMS EXPERIENCE TO RETAIN CUSTOMERS

71% of respondents faced communication challenges during their claim, including:

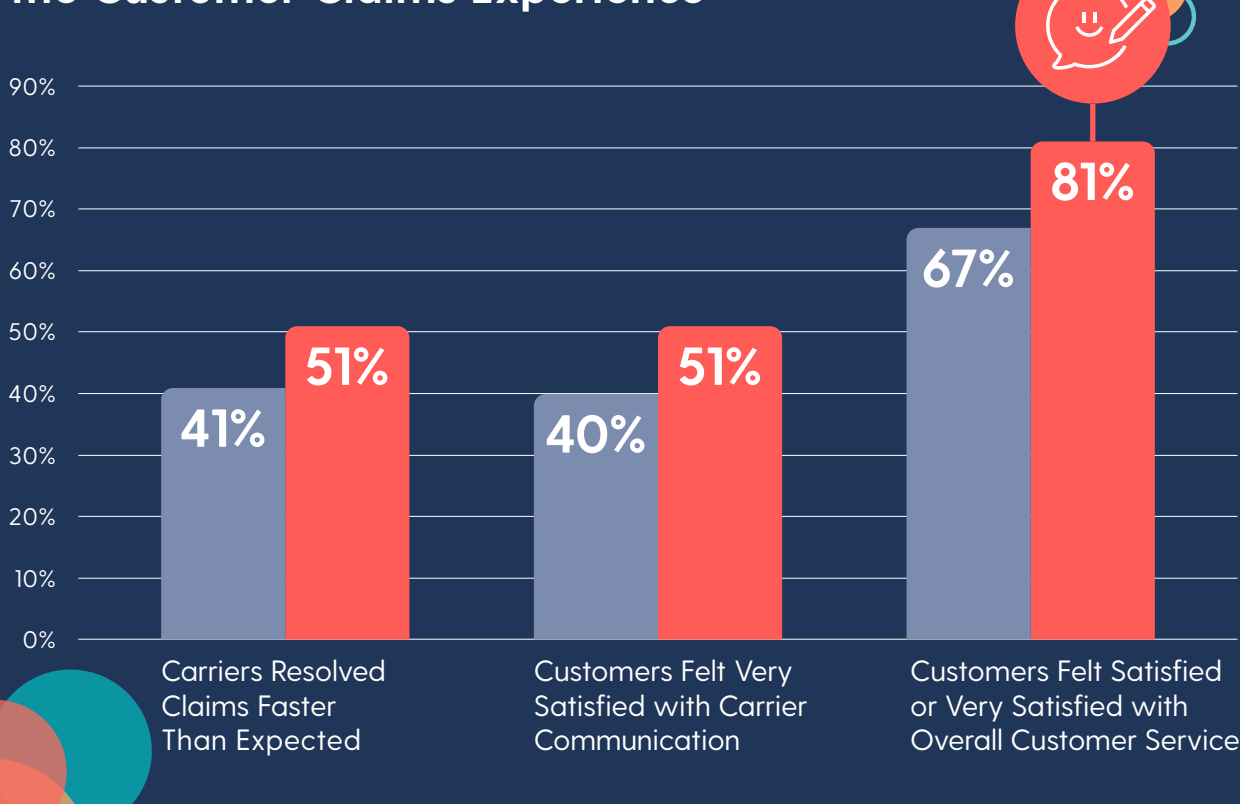


Carriers Need Modern Tools and Channels to Handle High Claim Volumes

During their claim, respondents said their carriers:



Text Messaging Enhances the Customer Claims Experience



Hi Marley Benefits Carriers Serving Policyholders in Florida

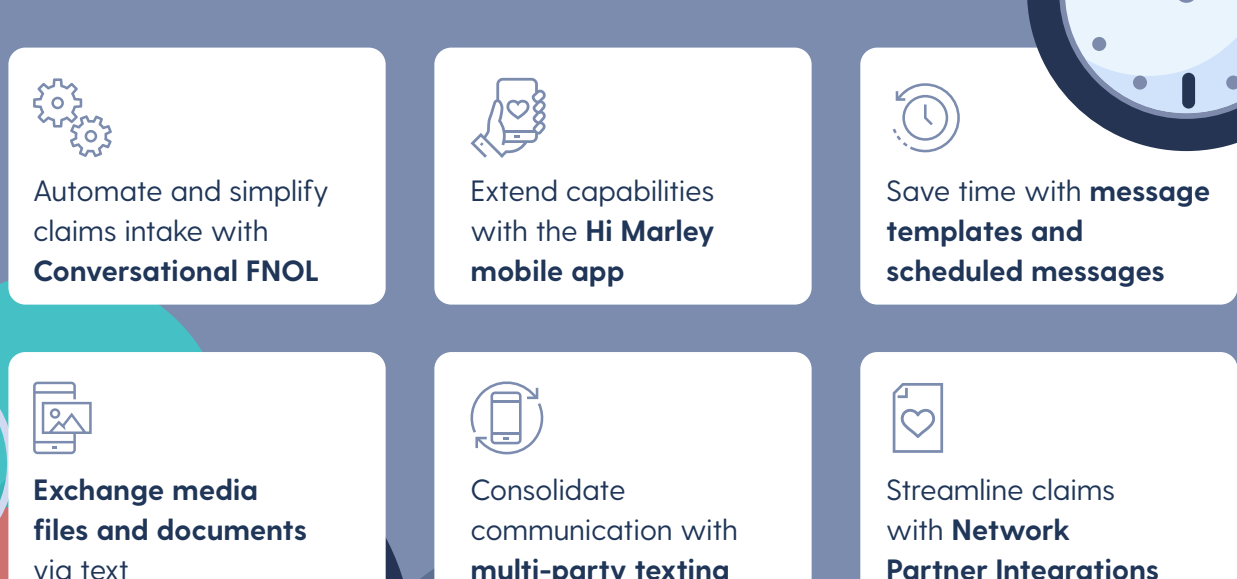
“Customers today expect fast, convenient communication. With Hi Marley, we deliver on that expectation through seamless, two-way texting that **improves connection, speeds resolution, and builds trust.”**

TREVOR MCDONALD
CPCU, AIC, Vice President of Claims
American Integrity Insurance Company

“Our claim examiners quickly saw the benefits of texting with policyholders. **It saves significant time and they now have the option to use text to send a quick message, answer questions, confirm information and follow up.”**

MELISSA DOS SANTOS
Director, Claims
Heritage Insurance Company

Improve Property Claims with Hi Marley



WANT TO LEARN MORE?

Discover how Hi Marley makes property claims easier, faster and more transparent at www.himarley.com/property.