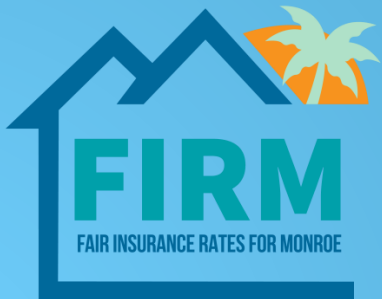
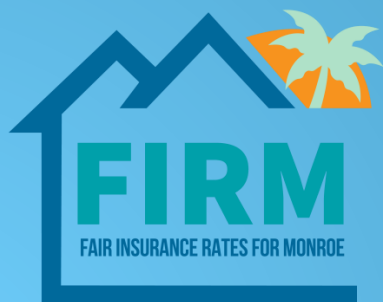


City of Key West Commission Meeting October 9, 2025



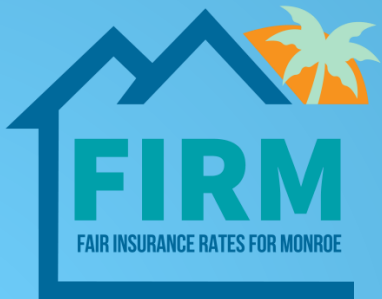
WHAT DOES FIRM DO?

FIRM advocates for all of Monroe County residents, businesses and homeowners. We have fought successfully since 2006 against excessive, discriminatory and unaffordable property insurance rates.



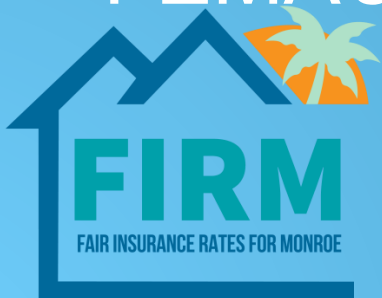
FIRM's Windstorm Insurance Accomplishments

- Rolled back 20% rate increase and derailed a 32% increase in 2006
- Citizens rate increases capped at 10%
- Policy limits increased from \$700K to \$1M
- Petitioned OIR for a rate freeze in 2017 that held until 2021



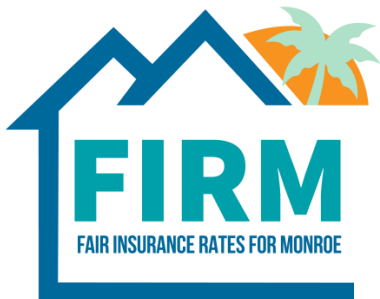
FIRM's Flood Insurance Accomplishments

- Helped repeal worst aspects of Biggert-Waters Flood Insurance Reform Act of 2012
- Supported Key West's height referendum
- Participated in multi-jurisdictional Community Rating System
- Worked with the municipalities to develop the appeal to FEMA's proposed flood maps



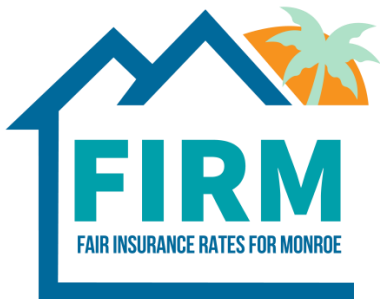
RECENT LEGISLATIVE ACCOMPLISHMENTS

- Eliminated flood insurance requirement for condominiums
- Eliminated matching contents requirement for flood insurance
- Non-primary homes occupied by long-term tenant remain under rate cap



2026 LEGISLATIVE GOALS

- Eliminate Citizens flood insurance requirement for properties in Monroe County and municipalities not at risk for flooding
- Citizens coverage limit increase to \$1.5M
- Carve-out for Monroe County and municipalities to return to 10% rate cap inclusive of fees & surcharges



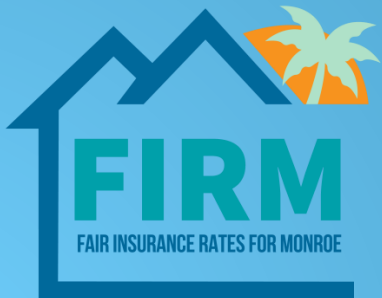
Show and Tell

FIRM hosted Citizens
CEO Tim Cerio and
Insurance Consumer
Advocate Tasha Carter
on site visits throughout
Monroe County



Sr.

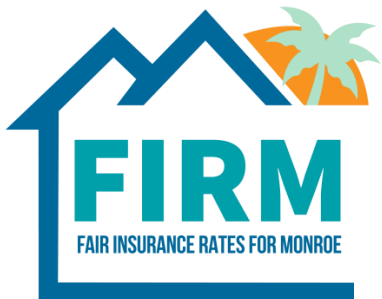
FIRM
successfully
pressed for a
Monroe County
Representative
on the Citizens
Board of
Governors



10/2/2025

FIRMKeys.org

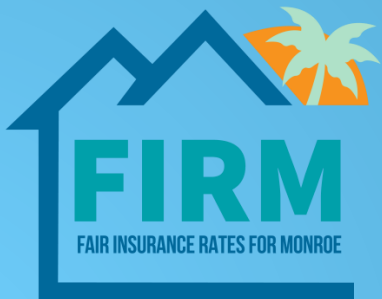
Building Relationships



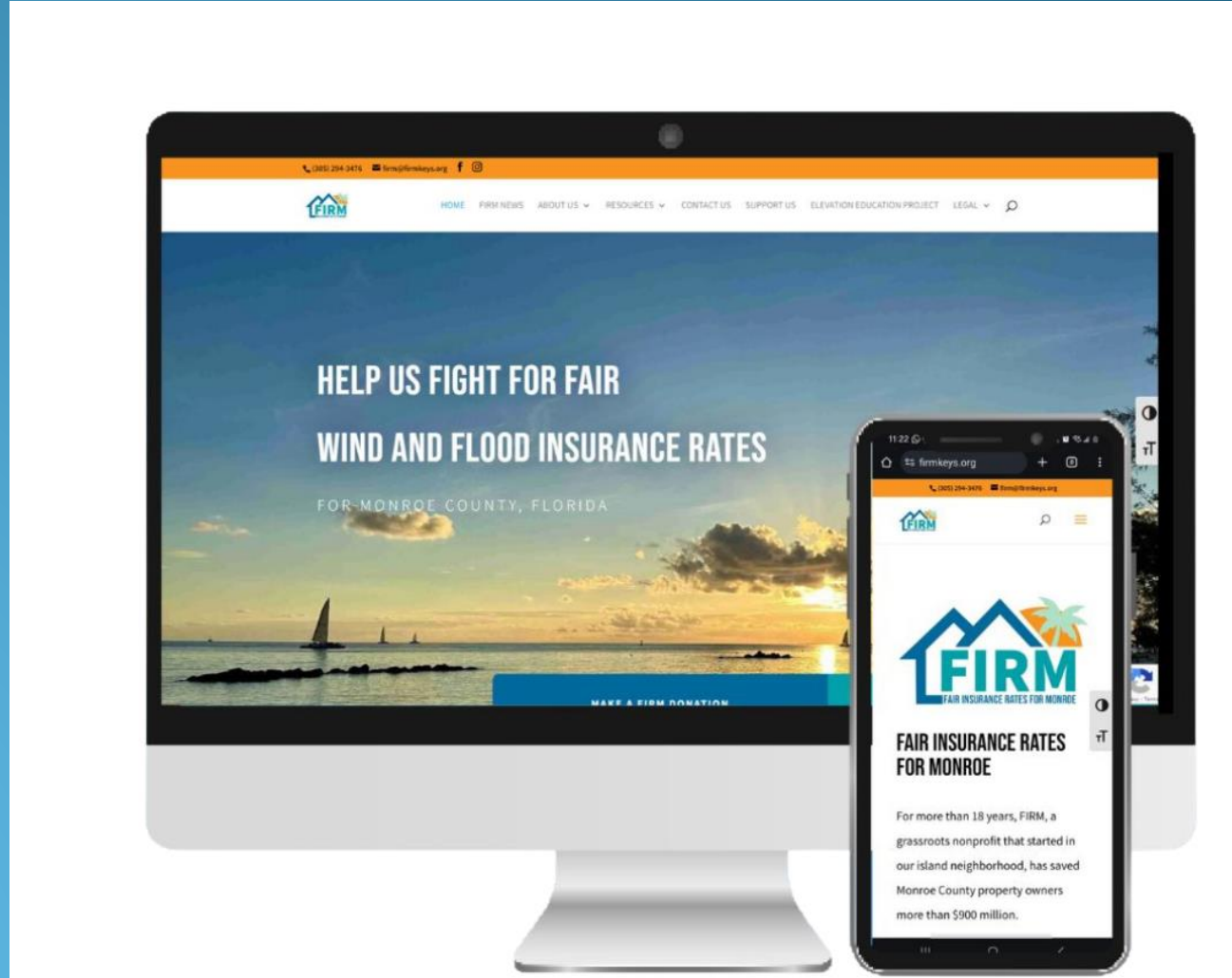
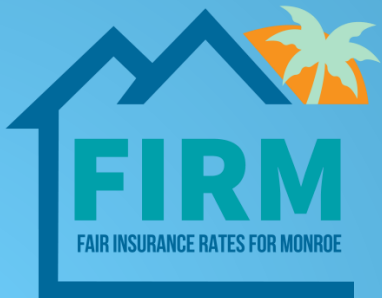
FIRMKeys.org

Windstorm and Flood Insurance Forum

- RESIDENTS
- STATE & LOCAL ELECTED OFFICIALS
- BUSINESS ORGANIZATIONS
- PROFESSIONAL ASSOCIATIONS
- INDUSTRY LEADERS



CHECK OUT OUR NEW WEBSITE!



10/2/2025

FIRMKeys.org

FIRM's work
has resulted in
over \$900M
savings in wind
insurance
premiums for
Monroe County
residents

