“I THOUGHT HOMEOWNERS INSURANCE COVERED FLOOD”

Brenda J. Cude, Professor
University of Georgia
REALLY DID THINK THAT
Underestimated risk
THE GOVERNMENT WILL BAIL ME OUT
FLOOD INSURANCE IS TOO EXPENSIVE
SO MANY OTHER DECISIONS
RISK TAKER
Homeowners insurance doesn’t cover flood
The risk of flooding
The economic fallout when the homeowner doesn’t have flood insurance
The cost of flood insurance
OTHER IDEAS

> We can educate about risk, but can’t change risk tolerance
> Make easy-to-use just-in-time information and education available
> Perhaps an app for homebuyers that hits high points about homeowners, title, flood, earthquake (and, where appropriate, windstorm)
Thanks!

Any questions?

Find me at bcude@uga.edu