

“I THOUGHT  
HOMEOWNERS  
INSURANCE COVERED  
FLOOD”

Brenda J. Cude, Professor  
University of Georgia

REALLY DID THINK THAT



## UNDERESTIMATED RISK



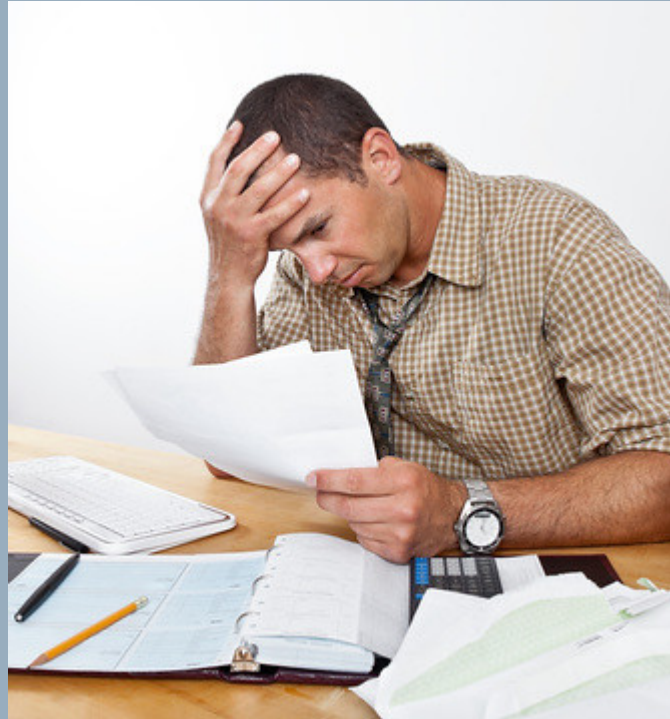


THE GOVERNMENT  
WILL BAIL ME OUT

FLOOD INSURANCE IS  
TOO EXPENSIVE



SO MANY OTHER  
DECISIONS



RISK TAKER



## FINANCIAL EDUCATION MESSAGES

- > 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](mailto:bcude@uga.edu)