



## Florida Association of Insurance Agents

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CINDY M. WEBSTER, Largo

October 27, 2006

Dear FAIA Member:

You may recall several weeks ago receiving a document from FAIA titled “The Gathering Storm”. It featured “Four Pillars of Reform” for Florida’s property market and described the FAIA-lead coalition called PIRC, for Property Insurance Reform Coalition.

The enclosure represents the consensus of our coalition partners. Like the previous document from PIRC this has been given wide distribution to lawmakers, members of the Governor’s Property & Casualty Insurance Reform Committee, members of the regulatory community, insurance companies, and most significantly...the media, including all insurance reporters at the major dailies.

Keep in mind, this is a “consensus” document and the recommendations were developed in the spirit of that consensus. FAIA does not believe that the PIRC recommendations alone will completely solve our current problems. However, they are a good step in the right direction and will serve as the centerpiece for more comprehensive and detailed proposals as we move forward.

It’s also important to remember that we have to sustain an increasingly involved effort defending against specific attacks on agents, while trying to pass meaningful broader reforms. This is most unfortunate and will likely require your grassroots participation during any upcoming “special” or regular legislative session. It most certainly involves doing whatever you can to spread the word in support of Alex Sink for Chief Financial Officer prior to the elections on November 7.

We hope you will let us know your thoughts on the PIRC recommendations or, for that matter, on any issue related to selling property insurance in Florida’s increasingly chaotic marketplace.

Thanks so much.

Sincerely,

Jeff Grady  
President and CEO

Enclosure

