

Hurricane Insurance that Makes Sense

HURRICANE PM®

Hurricane PM® covers seawalls, docks, landscaping, outdoor art, and beach erosion, among many others.

Hurricane PM® is first-dollar parametric hurricane insurance for items either not covered by, or below traditional insurance deductibles for commercial and residential clients.

With Hurricane PM® policies, there are no deductibles and almost any economic loss qualifies for a claim. Claims are typically paid within a short window of a covered loss payment event.

RESIDENTIAL

RATING

NormanMax Insurance Solutions has access to highly rated capacity to support its parametric programs.

A.M. BEST

A+
(Superior)
Financial Size 15

STANDARD & POOR'S

AA-
(Very Strong)

FITCH

AA-
(Very Strong)

Key Benefits

No Deductible and Limited Exclusions:

Unlike traditional insurance, there's no deductible, and exclusions are minimal.

Speed of Payment:

Quick payouts help mitigate economic losses immediately after a hurricane.

Customizable Coverage:

Tailored solutions to address specific needs, including property damage.

Complement to Existing Policies:

Can fill gaps in traditional policies, such as seawalls, docks, landscaping, outdoor art, and beach erosion, among many others.

Highlights

Eligible Residential Occupancies:

Total exposed market values of \$1,000,000 or more (including land values).

Limit:

Minimum \$10,000 and up to \$10 million per policy.

Coverage:

Seawalls, docks, land/ landscaping/hardscapes, Tiki huts, gazebos, screened enclosures and similar structures, storm and tidal surge, water damage and more.

Available Trigger Options:

Triggers start at windspeeds of 65 mph

- Proxy 60-second sustained wind speed
- Anemometer 60-second sustained wind speed
- Hurricane Cat-In-A-Circle

Policy Periods:

Standard 12 months.

Hurricane PM® covers exposures that typically are not insured or that are hard to insure such as:

- Seawalls
- Docks
- Land/landscaping/hardscapes
- Costs associated with beach/shore erosion and renourishment
- Permitting costs
- Increased costs associated with laws, ordinances or regulatory/NFIP requirements
- Tiki huts, gazebos, screened enclosures and similar structures
- Outdoor art
- Fine art, electronics and other specialty property on the premises
- Golf carts, vehicles, watercraft and similar property at the premises and more
- Horses
- Barns
- Stables
- Storm and tidal surge
- Water damage

Who can benefit from Hurricane PM® Insurance?

The harder a risk is to place in the traditional homeowners market, the better fit it is for Hurricane PM®.

We cover owners of:

- Single family dwellings
- Short term rentals
- Vacant properties
- All construction types and more



Hurricane PM® vs. Traditional insurance:

Features	Hurricane PM®	Traditional Insurance
Trigger for Payout	Parametric (data-driven triggers)	Proof of physical damage required
Claims Process	Fast and straightforward	Lengthy and documentation-heavy
Exclusions/Deductibles	Minimal or none	Often substantial
Purpose	Addresses immediate financial relief	Covers physical damage

Contact NormanMax Insurance Solutions to find out how we can protect you:



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Claims Process

To file a claim please visit <https://normanmaxinsurancesolutions.com/file-a-claim/>

FAQ's

What is Hurricane PM®?

Hurricane PM® is a parametric (re)insurance product designed to provide swift financial relief following a hurricane. It uses a pre-defined triggers, such as sustained wind speed or location-specific impact data, to determine payouts, bypassing traditional claims processes.

How does Hurricane PM® work?

- 1. Trigger:** The policy is activated based on objective data, such as 60-second sustained wind speeds exceeding a certain threshold within a defined radius of the insured location.
- 2. Payout:** Once the trigger is met, a payout is made directly, with no need for proof of physical damage.
- 3. Speed:** Claims are processed quickly—funds are often available within days of the triggering event.

What are the triggers used in Hurricane PM®?

The product uses dual or triple triggers, which may include:

- **Moody's RMS H-Wind:** A 60-second modeled sustained wind speed reading from reliable third-party data sources.
- **Hurricane Cat-in-a-Circle:** A trigger based on the proximity of the storm to predefined geographic coordinates and storm track.
- **Hurricane-Hardened Proprietary Anemometer Network:** Where available, proprietary anemometers provide on-the-ground wind speed measurements, further refining accuracy.

What's the difference between single trigger and multi-trigger policies?

It depends which trigger activates the insurance payout:

- **Single Trigger:** Pays out a predetermined amount when the hurricane wind speed is met or exceeded.
- **Multi-Trigger:** Pays out based on the highest 60-second sustained wind speed reading from any trigger (Dual Trigger: Proxy or Anemometer; Triple Trigger: Proxy, Anemometer, or Hurricane Cat-In-A-Circle).

What is the Proprietary Anemometer Network?

NormanMax owns the Hurricane PM® platform, which utilizes proprietary data from a network of over 100 hurricane-hardened anemometer stations situated near coastal urban concentrations in the U.S. and the Americas.

These are specifically designed to withstand the conditions associated with a landfalling hurricane. The anemometer technology provides policyholders with real-time updates about wind conditions in their areas via the website and mobile app, offering transparency and peace of mind throughout the claims process.

Can Hurricane PM® be embedded in other policies?

Yes, Hurricane PM® can be embedded into existing insurance policies, such as Boiler & Machinery or first-party property insurance, providing additional protection against hurricane-related risks.

How much coverage is available, and what is the typical premium?

Coverage amounts are flexible and depend on the policyholder's specific needs. Premiums are competitively priced, with typical costs starting around \$1,000 per \$100,000 of coverage.