



801 K STREET, SUITE 1000
SACRAMENTO, CA 95814
CEABraceBolt.com
(800) 584-2658

A qualifying retrofit would give you a discount of up to 25% on your earthquake policy.

[JOHN SMITH
4444 MAIN STREET
SACRAMENTO, CA 95888-4444]

Your Property

ADDRESS 1
ADDRESS 2
CITY, STATE ZIP CODE

January 30, 2019

Dear CEA Policyholder,

As a loyal CEA customer for more than three years, I am very pleased to let you know we would like to help you complete a code-compliant seismic retrofit on your home, if you don't already have one*.

Thanks to our innovative CEA Brace + Bolt program, we are offering to **reimburse you up to \$3,000** of your costs to complete a building code-compliant seismic retrofit. Once retrofitted to current code, your home will be less vulnerable to sliding off its foundation during an earthquake. And, even more good news - then you will be eligible to receive a discount of up to **25% on your earthquake insurance policy premium**.

A "seismic retrofit" of your house may sound more complicated than it really is. It simply involves bolting the house to its foundation and adding plywood bracing to the crawlspace when needed. The total cost for this type of retrofit is usually between \$3,000 and \$6,000 and can be done in one or two days.

As you consider this offer, we want to let you know that **recent studies show the risk for earthquake damage is greater than previously known in some areas, and significantly so in others**. CEA rates must begin to take this new science into account effective July 1, 2019, and your earthquake insurance premium may increase as a result. So, **now is the time to retrofit your house AND lower the cost of your earthquake insurance policy**.

Here's how to get started:

Visit our website, CEABraceBolt.com, and select "Register" to begin the process. Or, call 1-800-584-BOLT (2658), and let us know you want to get signed up for the CEA program. Keep this letter handy, because we will need the following information to get the ball rolling:

- Your CEA policy number: xxxxxxxxxxxx
- Module number (Your homeowner insurance company I.D. number): y

You will then be asked a few simple questions about your house to make sure it qualifies. If it does, you will then receive an email and a packet in the mail with all the program details and further instructions regarding how to proceed.

*Beginning July 1, 2019, the 5% self-verified seismic discount will no longer be available. If you have a code-compliant seismic retrofit, use the CEA Dwelling Retrofit Verification form available on the CEA website to receive a discount up to 25%.

Visit us at CEABraceBolt.com or call 1-800-584-BOLT (2658)

Our program website offers detailed information and videos to help you through the registration and retrofit process. You also will find a Contractor Directory, listing contractors trained to do this retrofit work.

I sincerely hope you will take advantage of this great opportunity to make your house safer and lower the cost of your earthquake insurance policy. Let's work together to make your home, and our communities, better prepared for the next big earthquake.

With warm regards,

A handwritten signature in blue ink that reads "Glenn Pomeroy". The signature is fluid and cursive, with the first name "Glenn" and last name "Pomeroy" clearly distinguishable.

Glenn Pomeroy, CEO
California Earthquake Authority

