VORTEX® WEATHER INSURANCE

Broker Toolkit LinkedIn Posts

Post One – “What’s Your Plan if it Rains?”

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Caption Copy:
What’s your plan if it rains on your biggest outdoor event?

I talk with organizers who spend months lining up sponsors, selling tickets, and coordinating vendors…and then quietly hope the weather cooperates.

The reality:

- One rainy day can wipe out thousands in ticket and on-site sales
- A 20% chance of rain feels like 100% financial exposure

Traditional event insurance mostly focuses on physical damage. It usually doesn’t respond when the real pain is lost attendance and fundraising.

That’s why I work with Vortex Weather Insurance to offer parametric rain coverage. In simple terms, we agree upfront on:

- How much rain would really hurt your event
- The hours and location that matter
- A clear payment amount if that weather happens

If the agreed weather trigger is met, coverage responds with that payment based on independent weather data. If you’re planning an outdoor event this year and want to see how this could look in real numbers, send me a message.

Post Two – “Turning a Rainy Golf Outing into a Backstop”

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Caption Copy:

Running a charity golf outing is a lot of work. The one thing you can't control? The weather.

Here's an example of how some organizers are handling that.

A school tournament set up a simple parametric rain policy with Vortex:

- Trigger: 0.25" of rain or more during tournament hours
- Payment: $20,000

On event day, the rain came. The trigger was met, and the coverage responded with a $20,000 payment based on independent rainfall data.

Did it fix the weather? Of course not.

But it helped protect:

- Their fundraising target
- Sponsor satisfaction
- Next year's budget for programs

If you rely on one or two key golf outings each year, it's worth asking: "What happens to our goals if we get a day like that?"

If you'd like to see what a simple rain structure could look like for your outing, I'm happy to walk through an example.

Post Three – "Rain and your Biggest Promo Days"

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Caption Copy:

If you run a weather-sensitive business, you know this feeling:

You circle a weekend on the calendar, staff up, stock up, and launch a big promotion...only to have heavy rain crush foot traffic.

Traditional insurance doesn't usually respond when the parking lot is just empty.

One option more owners are using: parametric rain coverage.

Working with Vortex Weather Insurance, we can:

- Identify key dates or events where rain really hurts
- Choose a rainfall threshold (for example, 0.25" during a defined window)
- Agree on a defined payment if that threshold is met

If the agreed weather trigger is met, coverage responds with that payment based on independent weather data - no loss paperwork.

It doesn't replace your hard work or your regular insurance. It simply adds a weather-specific financial backstop around your most important days.

If you have a few "can't miss" dates on your calendar this year, we can run through a quick example together.

Post Four - "Hurricane Season and the Part that Hurts Most"

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**Click link to open image. Once Image is opened, right click and click 'Save as' to download directly to your computer.*

Caption Copy:
As we head into hurricane season, I'm having a lot of conversations that go like this:

"We have property insurance. But what really scares me is cash flow if roads are closed, customers can't get here, or units sit empty for weeks - even if our buildings are mostly fine."

Property insurance is essential. But it's typically focused on physical damage and large deductibles, not on the revenue and business interruption hits that come with a major storm.

That's where parametric hurricane coverage comes in.

With Vortex Weather Insurance, we can agree upfront on:

- Specific hurricane conditions near your location (for example, Category 1+ within 30 miles)

- A defined payment amount tied to those conditions

If the agreed trigger is met, coverage responds with that payment based on independent weather data - often in days, not months.

It's designed to help stabilize cash flow while traditional claims are processed and life gets back to normal. If you'd like to see a simple hurricane-season example for one or two of your properties, I'm here to help.

Post Five - "Your Property Policy and the Gap it Doesn't Fill"

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Caption Copy:
Quick question for owners in hurricane-exposed areas:

If a storm clips your area and traffic drops for weeks, where does that lost revenue show up in your insurance program?

For most, the answer is: it doesn't.

Property insurance may help repair what breaks. It usually doesn't cover non-damage business interruption that looks like:

- Empty parking lots and rooms
- Canceled bookings
- Slower operations during cleanup and recovery

That's why I offer parametric hurricane coverage through Vortex Weather Insurance as a supplemental layer.

Together, we define:

- The hurricane intensity and distance that really concerns you
- A clear payment amount if those conditions are met

If that storm shows up near your location, coverage responds with that payment based on independent weather data - no adjusters, no loss estimates.

It's not a replacement for your property policy; it's a way to build the weather into your financial plan. If you'd like to explore options before the season ramps up, let's talk.

Post Six – "Parametric Weather Coverage in Plain English"

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Caption Copy:

I get a lot of variations of the question:

"What exactly is parametric weather coverage? Is it just another insurance buzzword?"

Here's the plain-English version.

Instead of filing a claim and proving how much you lost, we agree upfront on three things:

1. The weather that would really hurt you (hurricane strength, amount of rain, etc.)
2. The time windows and locations that matter
3. A defined payment amount if that weather happens

If the agreed weather trigger is met, coverage responds with that payment based on independent weather data.

No adjusters. No loss paperwork. Just a clear "if this, then that" around specific weather conditions.

I work with Vortex Weather Insurance to bring this to my clients who want a simple way to help protect key events, locations, and revenue against what the sky can do. If you've ever looked at a forecast and felt your stomach drop, this might be worth a conversation.

Post Seven – "Why I Added Weather Coverage to My Toolbox"

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Caption Copy:

As a broker, I've always tried to help clients think beyond "check the box" insurance.

One gap I kept seeing: weather.

Clients were doing all the right things - property coverage, liability, event policies - but still taking big hits when:

- A hurricane kept customers away
- Heavy rain wrecked attendance at a key fundraiser
- A washed-out weekend threw off seasonal revenue

That's why I partnered with Vortex Weather Insurance to add parametric weather coverage.

It lets us build a simple, trigger-based layer around specific risks like:

- Hurricane winds near your location
- Rain during critical event or promotion hours

Is it for everyone? No.

But if your numbers swing hard based on what the sky does, it's worth having a clear plan instead of just hoping for good luck. If you want to explore whether this makes sense for your situation, I'm happy to share examples.

Post Eight - "When your Board asks 'What if it Rains?"

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Caption Copy:

If you run outdoor events, you've probably heard this from a board member or sponsor: "What happens to our goals if it rains?"

It's a fair question. You can't control the weather. But you can control whether you've planned for it.

One option more organizers are using is parametric rain coverage through Vortex Weather Insurance.

We can help you answer:

- “If it rains [X amount] during [event hours], we receive [Y payment].”

That’s something you can explain on a single slide or one-pager to boards, sponsors, and donors.

It doesn’t mean you want it to rain. It means that if it does, you’ve given your event a financial backstop instead of leaving everything to chance. If you’d like help framing this for your next outdoor event, let’s connect.

Post Nine – “One Simple Hurricane Season Question”

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Caption Copy:
If you’re in a hurricane-exposed area, ask yourself one question:

“If a storm clips my area and traffic drops for two weeks, what’s my plan - beyond hoping insurance and reserves are enough?”

For many businesses, the biggest pain isn’t just damage. It’s lost revenue and cash flow during and after the storm.

That’s the gap parametric hurricane coverage can help address.

With Vortex Weather Insurance, we can agree upfront on storm conditions near your location and a defined payment if they’re met - based on independent wind data.

If you want to see what that could look like for one or two locations before the season ramps up, I’m here.

Post Ten – “When a Rainy Saturday Hurts More Than You Think”

[Click Here to Download Post Image](#)
**Click link to open image. Once Image is opened, right click and click ‘Save as’ to download directly to your computer.*

Caption Copy:
For some businesses, a single rainy Saturday can hurt more than a minor property claim.

Less traffic. Lower sales. The kind of day your P&L doesn’t forget.

One tool we can use for those key dates is parametric rain coverage through Vortex Weather Insurance.

We help you pick:

- Your critical date or event
- How much rain would really hurt
- A clear payment amount

If the agreed rainfall happens in that window, coverage responds with that payment based on independent weather data. Curious what that might look like for your next big outdoor event? Let’s look at an example.