

## Supporting your customers with snowmelt risk awareness

Melting snow and excess runoff can increase the risk of water damage when drainage systems are overwhelmed. While the impact isn't always immediate, snowmelt can contribute to issues like basement seepage, foundation damage, and roof leaks if water isn't properly managed.

To help support proactive conversations with customers, we've published a new Insights article that explains:

- Why snowmelt can pose a risk to properties
- The areas of a home most vulnerable to water damage
- Simple preventative steps homeowners can take
- Why understanding insurance coverage matters

This article is designed to be easy to share and educational, making it a helpful resource for customers looking to better understand and reduce their risk of water damage.

**We encourage you to [share this resource](#) with your customers as part of ongoing risk prevention conversations.**