

What is our Market?



Hurricane Ian

Impacted Southwest Florida with sustained winds over 170mph in some areas.

Ian is one of the deadliest and most expensive storms to ever hit the US.



5+ million

People affected by Hurricane Ian

Tens of Thousands

Are still living in shelters as of November 2022



148

Lives lost in Florida from Ian



Number of Ian claims filed

640,496

As of Nov 22 according to the FLorida Office of Insurance Regulation



The statutes of limitations for filing Hurricane Ian claims is five years and runs out on **September 28, 2025**



The median home price in Fort Myers, FL is

\$497,950



Expected insurance payouts

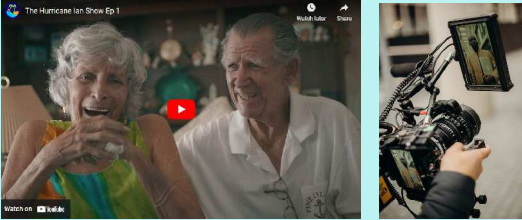
Tens of Billions of Dollars



7,839,520

Number of people in Florida who turn to Facebook for information and connectivity

What have we done so far?



High Quality Video Content

The Hurricane Ian show has captured dozens of hours of video content that connects with viewers, and provides value to storm survivors, especially those dealing with insurance claims.



28,000+

Restoration contractors reached by the Hurricane Ian Show

262,482

Homeowners in SWFL reached by the show in the past 60 days



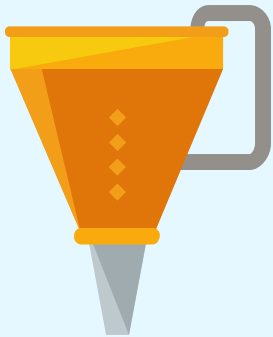
3,227

Facebook Page Visits



62,200

YouTube Channel Views



HurricanelanShow.com is a **Marketing Funnel**

that has already reached tens of thousands of SWFL residents impacted by the storm.

The Hurricane Ian Show has spent the past 60 days filming content and building relationships with contractors, vendors and other partners in SWFL.

We have partnered with the FMB Movement and will be manning an information booth every Saturday in Fort Myers Beach



Our mission is to become the MOST trusted source for storm-related information in SWFL

#SWFL STRONG

The recovery from Hurricane Ian will take years, and the Hurricane Ian Show will be here to answer viewers' questions and provide referrals to the best of the best in the insurance restoration and legal industries.



This recovery is a MARATHON not a sprint



Now that we have enough recorded content to consistently post new information, the show will continue to promote our pages and videos and position itself as the most trusted source for Hurricane Ian referrals.

