A TALE OF THREE MARKETS

Florida's Growth Story and the Surplus Lines Data Behind It

FSLSO
EST. 1998
FLORIDA SURPLUS LINES SERVICE OFFICE

THE MARKET QUESTION

WHERE

is Florida's E&S market going?

FLORIDA CONTINUES TO CREATE EXPOSURE

POPULATION

Current Florida population: **23.7 MILLION**

Projected 2030 population: **24.9 MILLION**

ECONOMY

State GDP: (Improving) ↑ **1.9 TRILLION**

State GDP ranking: (Unchanged) **No. 4**

Global economy ranking: (Improving) ↑ **14th**

GDP per capita: (Improving) ↑ **$70,799**

BUSINESS FORMATION AND INVESTMENT

Business-startup ranking

No. 1

Business startups reported in May 2026:

64,521

Venture-capital investment

$3.654M

HOUSING GROWTH AND PRESSURE

Single-Family Home Sales

212,170

Single-Family Home Starts

88,190

Median Single-Family Sale Price:

$432K

(JUNE 2026)

Homeownership Rate

66.3%

EMPLOYMENT AND BUSINESS ACTIVITY

METRIC	VALUE/DETAILS
Jobs Gained (YoY)	30,700
Job Growth Rate	0.3%
Open Jobs	483,309
Visitors	143.3M
Net New Jobs Needed by 2030	779,127

FLORIDA'S FULL INSURANCE MARKET

2025 STATEWIDE PREMIUM

MARKET	2025 PREMIUM	YoY CHANGE
Admitted	$94.79B	-0.89%
Surplus Lines	$17.33B	+1.80%

SURPLUS LINES SHARE COMPARISON

15.11%

2024 market share of premium

15.46%

2025 market share of premium

FLORIDA'S PREMIUM OUTLOOK 2026

THE PREMIUM-GROWTH CYCLE

YEAR	PREMIUM	YoY CHANGE
2021	$9.52B	**+25.92%**
2022	$12.05B	**+26.54%**
2023	$15.40B	**+27.83%**
2024	$17.03B	**+10.53%**
2025	$17.33B	**+1.80%**
2026 FORECAST	$16.2B	**–7.0%**

FOUR MEASURES OF MARKET ACTIVITY

The presentation will evaluate each major line using:

- Premium
- Policy Count
- Average Premium Per Policy
- Line of Business

FLORIDA E&S MARKET

FIRST HALF 2026 (ACTUAL)

MEASURE	H1 2026	YoY CHANGE
Premium	$9.36B	-6%
Policy Count	982,627	+15%
Avg. Premium per Policy	$9,525	-18%

The market generated less premium while reporting substantially more policies.

AVERAGE COST PER POLICY

H1 2025 **$11.6K**

H1 2026 **$9.5K**

18% YOY DECREASE

2025 ACTUAL VS. 2026 FORECAST

MEASURE	2025 ACTUAL	2026 FORECAST	CHANGE
Premium	$17.33B	$16.2B	-7%
Policy Count	1.71M	1.90M	+11%

AVE. COST PER POLICY (FORECASTED)

2025 **$10.1K**

2026 **$8.5K**

16% YOY DECREASE

COMMERCIAL PROPERTY & RELATED LINES: FULL-MARKET VIEW

2025 PREMIUM COMPARISON

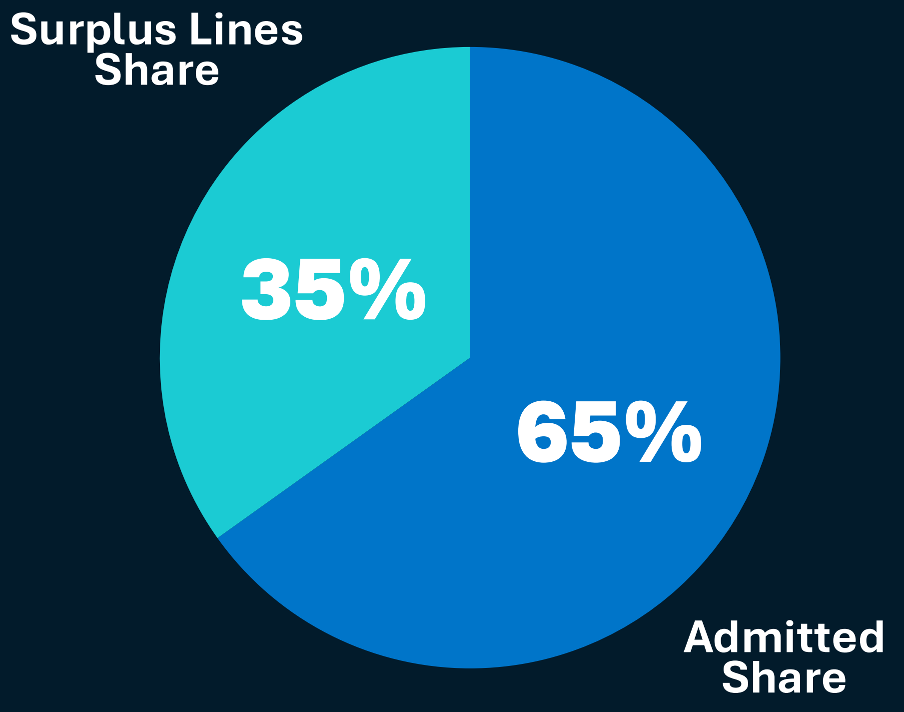
MARKET	2025 PREMIUM	YoY CHANGE
Admitted	$13.05B	-9.02%
Surplus Lines	$6.98B	-6.15%

E&S COMMERCIAL PROPERTY ACTIVITY

2024 POLICY COUNT	2025 POLICY COUNT	YoY CHANGE
230,800	328,500	+42.3%

MARKET SHARE

(BASED ON PREMIUM)



COMMERCIAL PROPERTY LINE-LEVEL: RESULTS AND FORECAST

FIRST HALF 2026

MEASURE	2025 ACTUAL	2026 FORECAST	YoY FORECAST CHANGE
Premium	$4.2B	$3.4B	-19%
Policy Count	155.5M	193K	24%
Avg. Premium per Policy	$26.9K	$17.6K	-35%

SECOND HALF 2026 | FORECASTED

MEASURE	2025 ACTUAL	2026 FORECAST	YoY FORECAST CHANGE
Premium	$2.0B	$1.6B	-20%
Policy Count	144.0M	159.8K	11%
Avg. Premium per Policy	$13.9K	$10.0K	-28%

COMMERCIAL PROPERTY LINE-LEVEL: RESULTS AND FORECAST

FULL YEAR 2026 | FORECASTED

MEASURE	2025 ACTUAL	2026 FORECAST	YoY FORECAST CHANGE
Premium	$6.2B	$5B	-19%
Policy Count	299.5M	352.8K	18%

COMM. PROP. AVERAGE COST PER POLICY

2025
Actual
$20.7K

2026
Forecast
$14.2K

31% YOY DECREASE

OTHER COMMERCIAL PROPERTY-RELATED LINES

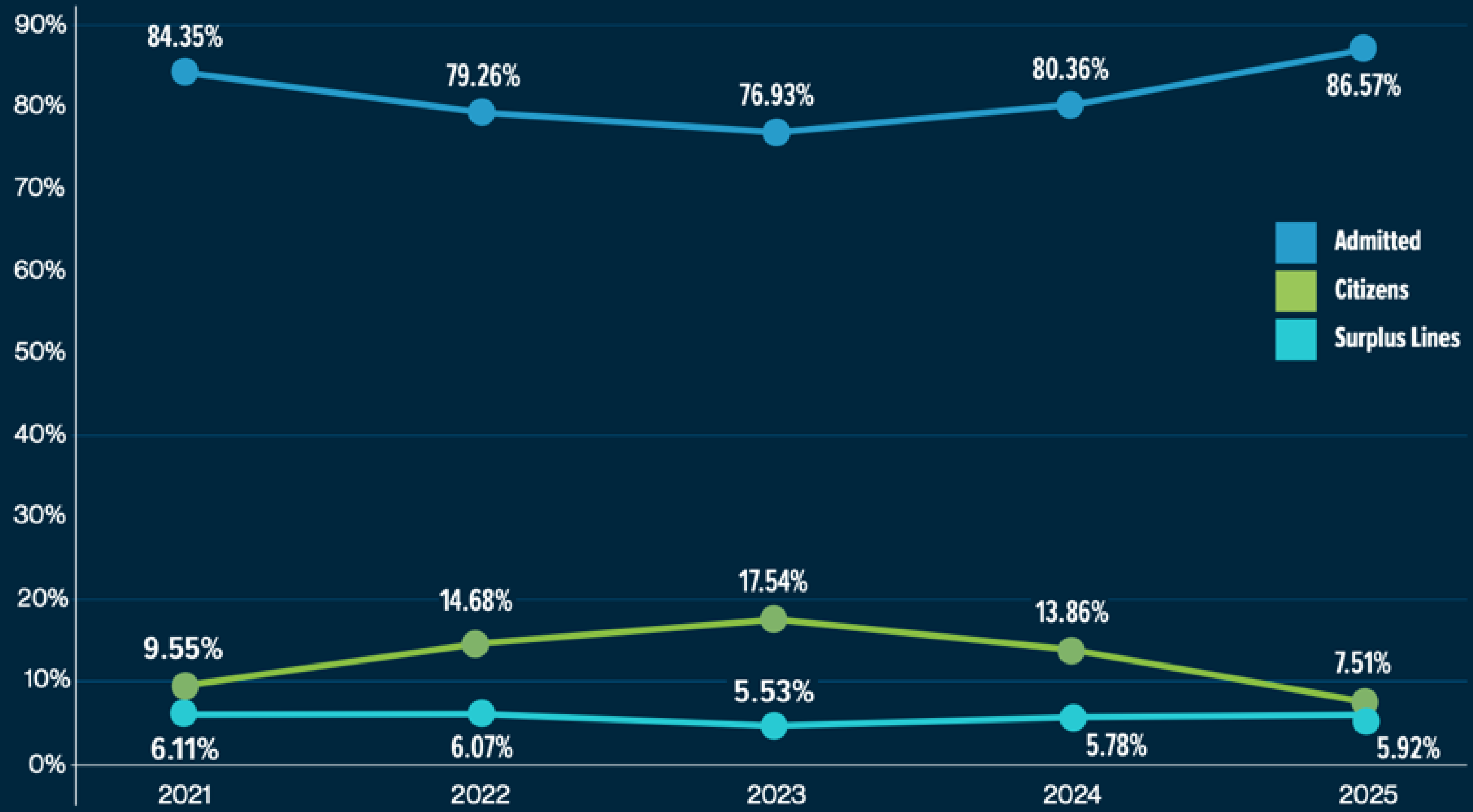
LINE OF BUSINESS	2025 PREMIUM	2026 FORECASTED PREMIUM	YoY PREMIUM CHANGE	2026 FORECASTED POLICY COUNT	YoY POLICY COUNT CHANGE	YoY AVG. PREMIUM PER POLICY CHANGE
Commercial Package	$787.0M	$805.5M	+2.4%	101K	+2.7%	-0.4%
Builders Risk	$412.4M	$350.9M	-14.9%	8.8K	+14.3%	-25.5%
Commercial Wind/Hail	$376.2M	$334.9M	-11.0%	24K	+13.2%	-21.4%

HOMEOWNERS: FULL-MARKET VIEW

2025 RESIDENTIAL PREMIUM

MARKET	2025 PREMIUM	YoY CHANGE
Admitted	$17.33B	+10.0%
Citizens	$1.50B	-44.7%
Surplus Lines	$1.18B	+4.6%

HOMEOWNERS: MARKET SHARE BY VOLUME



HOMEOWNERS (HO-3)

FIRST HALF 2026

Measure	2025 Actual	2026 Actual	YoY Forecast Change
Premium	$324.4M	$419.9M	29%
Policy Count	53.5K	113.1K	111%
Ave Prem Per Policy	$6.1K	$3.7K	-39%

SECOND HALF 2026 | FORECASTED

Measure	2H 2025	2H 2026	YoY Change
Premium	$367.9M	$399.8M	9%
Policy Count	76.6K	143.1K	87%
Ave Prem Per Policy	$4.8K	$2.8K	-42%

HOMEOWNERS (HO-3)

FULL YEAR 2026 | FORECASTED

Measure	YTD 2025	Forecast 2026	YOY Change
Premium	$692.3M	$819.7M	18%
Policy Count	130.1K	256.2K	97%

HO-3 AVERAGE COST PER POLICY

2025 Actual **$5.3K**

2026 Forecast **$3.2K**

40% YOY DECREASE

OTHER RESIDENTIAL LINES

LINE OF BUSINESS	2025 PREMIUM	2026 FORECASTED PREMIUM	YoY PREMIUM CHANGE	20226 POLICY COUNT FORECAST	YoY POLICY COUNT CHANGE
HO-5	$198.1M	$214.4M	+8.2%	8,400	+12.0%
HO-6	$184.2M	$187.8M	+2.0%	75,900	-0.9%
Personal Flood	$177.0M	$216.5M	+22.3%	176,600	+24.4%

FORECASTED AVERAGE COST PER POLICY | 2026

LINE OF BUSINESS	2026 PREMIUM PER POLICY	YoY CHANGE
HO-5	$25.5K	-3.4%
HO-6	$2.5K	+2.9%
Personal Flood	$1.2K	-1.6%

PRIMARY AND EXCESS LIABILITY

LINE OF BUSINESS	2025 PREMIUM	2026 FORECASTED PREMIUM	FORECASTED PREMIUM CHANGE	2025 POLICY COUNT	2026 FORECASTED POLICY COUNT	YoY POLICY COUNT CHANGE
Commercial General Liability	$2.70B	$2.70B	0.0%	251.9K	256.9K	2%
Excess CGL	$1.40B	$1.60B	+14.3%	40.0K	45.6K	14%
Commercial Umbrella	$246.5M	$300.1M	+21.7%	8.8K	14.8K	68%

FORECASTED AVERAGE COST PER POLICY | 2026

LINE OF BUSINESS	2026 PREMIUM PER POLICY	YoY CHANGE
Commercial General Liability	$10.5K	-1.9%
Excess CGL	$35.1K	+0.3%
Commercial Umbrella	$20.3K	-27.6%

CYBER AND MISCELLANEOUS E&O LIABILITY

LINE OF BUSINESS	2025 PREMIUM	2026 FORECASTED PREMIUM	FORECASTED PREMIUM CHANGE	FORECASTED POLICY COUNT	FORECASTED POLICY COUNT CHANGE
Cyber	$350.7M	$316.3M	-9.8%	32.8K	+9.3%
Miscellaneous E&O Liability	$358.5M	$415.4M	+15.9%	24.2K	+9.0%

FORECASTED AVERAGE COST PER POLICY | 2026

LINE OF BUSINESS	2026 PREMIUM PER POLICY	YoY CHANGE
Cyber	$9.6K	-18%
Miscellaneous E&O Liability	$17.2K	6%


How Forecasting Decisions Are Made
What's the outlook?
Forecasting Brainstorm
Historical Trends
Cat Models
Economic Factors
Weather Patterns
Gut Feelings
Zoltar?
ZOLTAR
ASK AGAIN AFTER Q3
The model had this as low confidence.
INSURE THE FUTURE.
FORECAST THE POSSIBILITIES.
I RUN ON DATA & DEADLINES
Forecasting: Part Science. Part Art. Part Good Luck.

2025 FORECAST PERFORMANCE

MEASURE	2025 FORECAST	2025 ACTUAL	DIFFERENCE
Premium	$17.24B	$17.33B	+0.5%
Policy Count	1.63M	1.71M	+4.9%
Avg. Premium per Policy	$10,577	$10,135	-4.2%

MAJOR 2026 LINE LEVEL PATTERNS

PREMIUM DOWN | POLICY COUNT UP

- Total E&S market
- Commercial property
- Builders risk
- Commercial wind and hail
- Cyber

PREMIUM UP | POLICY COUNT UP

- HO-3
- HO-5
- Personal flood
- Excess CGL
- Commercial umbrella
- Miscellaneous E&O

RELATIVELY FLAT

- Commercial general liability
- Commercial package
- HO-6

KEY FINDINGS

- Florida continues to **create** population, business and property exposure.
- The rapid premium-growth period peaked earlier in the market cycle and is now **declining**.
- Total E&S premium is projected to decline approximately **7%** in 2026.
- Total policy count is projected to increase approximately **11%.**
- Average premium per policy is projected to decline approximately **16%.**
- **Commercial Property** is driving much of the overall premium reduction.
- **HO-3** is producing the most significant residential policy-count growth.
- **Excess CGL** continues to grow in premium and policy count.
- Cyber, builders risk and commercial wind/hail are **adding policies** while producing less premium.
- The data **does not show** one market moving uniformly in one direction.
- The 2026 story is increasingly **driven by policy volume**, competition and line-specific conditions, rather than broad premium growth.

YOUR OFFICE AT WORK

INVESTING IN THE FUTURE OF THE INDUSTRY

11 | RMI interns hosted

2 | Insurance Days attended

47 | students provided experiential learning opportunities

8 | university partners

3 | sales challenges supported

8 | mentees hosted

2 | university directorships

CONNECTING WITH AND INFORMING THE INDUSTRY

CONNECTING THROUGH EDUCATION AND OUTREACH

500+ customers reached

17 conferences attended

9 speaking engagements and webinars

2 customer forums hosted

KEEPING THE INDUSTRY INFORMED

90 electronic communications sent

199K LinkedIn impressions

115K LinkedIn members reached

800+ new LinkedIn followers

19 media hits

DELIVERING RELIABLE SERVICE AND SUPPORTING FLORIDA

99%

system uptime

10

states supported through SLIP+

98%

Agent Compliance Review Score

Working with the DHSMV

$ 431.2M

in taxes collected for Florida as of June 30, 2026

+$150M

unfiled premium identified

$ 6M

in recovered taxes, fees and assessments

84 hours

dedicated to the E&S Exam Working Group

BUILDING A STRONG WORKPLACE AND GIVING BACK

A STRONG WORKPLACE

43 FTEs serving the industry

2% employee turnover rate

#2 Florida Trend Best Companies to Work for in Florida (small)

GIVING BACK & RECOGNITION

400+ community service hours donated

6 community organizations supported

1 Telly Award

THANK YOU

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