



ROCKROSE RISK

The McCloud Story

Rewarding Resilience With Reduced Premiums

The Problem

The perception of Wildfire risk for the Tahoe basin was precipitously driving up the property premiums for the McCloud Condominium Homeowners Association located in the Incline Village community, Washoe County, Nevada. McCloud was painted with the same level of wildfire risk as the basin in general, and little to no underwriting consideration was given to the tremendous wildfire mitigation efforts implemented by the HOA and the Incline Village community over the last decade. While many hours and dollars had been spent on wildfire resiliency, the property insurance underwriting community did not recognize the value of their wildfire mitigation investments.

Turning Resilience Into Measurable Savings

By leveraging advanced wildfire risk modeling, expert analysis and onsite risk assessment, RockRose Risk helped the McCloud HOA achieve a significant reduction in insurance premiums. This outcome was realized not through conventional market shopping, but by a broker who quantified the impact of the community's wildfire mitigation efforts and presented a comprehensive risk profile to underwriters. The result: measurable savings and broader coverage, grounded in the property's demonstrated commitment to risk reduction.

Comprehensive, Data-Driven Underwriting—Not Just Market Shopping

Rock Rose Risk combined real-time landscape data, expert risk assessment, and fire behavior analysis which, combined with a tailored approach with certain identified insurance carriers who understand wildfire mitigation treatments, were able to apply appropriate credits to the premium. Along with significantly reduced premiums, the underwriters were comfortable in reducing the deductibles as well. Expanded coverages along with earthquake and flood coverage which were previously excluded were also secured based on McCloud's true risk profile, ensuring recognition of the community's investments in fire-adapted preparedness.

Premium Savings Reinvested in Ongoing Mitigation

A portion of the insurance savings was allocated to continued wildfire mitigation efforts, reinforcing the community's commitment to long-term risk reduction. With discounted premiums being reinvested into additional mitigation projects, RockRose's carrier partners remain committed to recognizing and rewarding ongoing resilience improvements with anticipated future discounts. This creates a virtuous cycle: as resilience increases, risk decreases, and sustainable insurance costs become attainable. The McCloud model demonstrates how insurance savings can directly fund continued risk reduction, benefiting both property owners, carriers, and the broader community.

Strategic Leadership and Expert Guidance Drive Results

The McCloud Condo HOA Board, led by President Julia Nickles-Bryan, was advised by an Insurance Committee chaired by resident and former California State Fire Marshal Kate Dargan, with due diligence efforts overseen by Greg Schilz, a resident and retired commercial insurance broker with 35 years of experience. Following the committee's recommendation, the Board authorized RockRose to pursue insurance on behalf of the HOA. By leveraging the committee's deep expertise and adopting a unified, evidence based strategy, the Board was hopeful that the insurance outcome would reflect the community's proactive mitigation efforts—not just prevailing market conditions.

Results

RockRose delivered -- with a lower cost insurance solution, effective immediately, and with the prospect that the HOA and the community's additional fire mitigation efforts would continue to be rewarded in additional premium reductions at renewal. In doing so, the McCloud Board set a precedent for the region, demonstrating their commitment to HOA owners and helping restore insurance access for the broader community.

Annual Premium and Commission Before	Over 1.3 million
RockRose Risk Program Premium	Reduced to \$913,000
Total Savings	Over \$400,000 (approximately 30%)
Reinvestment	\$120,000 allocated to wildfire mitigation projects

Future Outlook: Ongoing mitigation is expected to drive an additional 10–25% premium reduction at renewal, based on continued risk mitigation efforts

Community Voices

01 What was the biggest challenge before RockRose?

After the Caldor Fire, individual owners and associations around Lake Tahoe were seeing their property insurance cancelled. We were fortunate to secure insurance, but the TIV was limited and the premium increased by a multiple of eight. For our owners, that level of premium is just not sustainable.

02 How did the insurance outcome and mitigation plan impact your community?

For years, our HOA has worked closely with our local fire department. They've been proactive in efforts to protect our community and we, as an HOA, have invested in fire risk mitigation per their recommendations, with a focus on defensible space. We were hopeful that insurance underwriters would recognize our efforts, but were told that such efforts made little to no difference in the assessment of the insurers.

It was a welcome surprise to work with RockRose. Finally, there was an alignment of interests -- and a reward in premium reductions for our risk mitigation efforts. Our owners would much rather pay HOA fees to invest in risk reduction than in insurance premiums.

03 What advice would you give to other HOAs facing similar wildfire risks?

Continue to invest in risk reduction efforts; your efforts will be recognized by the insurance industry, ...eventually. Rock Rose and the work they've done to educate insurance underwriters have shown that there is hope that the industry will recognize the benefit of our risk mitigation investments. - *JULIA NICKLES BRYAN, PRESIDENT, MCCLOUD BOARD HOA*

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The past few years, our community's property insurance premiums skyrocketed. The insurance underwriting community did not care about the significant investments we made in wildfire mitigation and hardening. RockRose Risk took the time to truly understand not only our community's mitigation projects, but also the investments made in Incline Village as a whole. They became the essential translation layer—unlocking tremendous discounts on our premiums. Thanks to those savings, we've now committed to reinvest a portion back into ongoing mitigation. RockRose Risk didn't just reduce our costs—they empowered us to keep building a safer, stronger community.

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KATE DARGAN MARQUIS

CHAIR OF MCCLOUD INSURANCE COMMITTEE

Kate has worked in the wildfire space for 48 years starting as a firefighter for CAL FIRE in 1977. She served 30 years on the fireline, was appointed by Gov Schwarzenegger to State Fire Marshal of CA, served as a White House Wildfire Policy Advisor, founded a successful wildfire tech company, is a national wildfire speaker, sits on numerous boards, and advises think tanks, philanthropists, private equity, venture capital, industry, and governments on wildfire policy.