FLOODMARK
See the water before you're in it.

FOR IMMEDIATE RELEASE
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FloodMark Launches: Mark a Flooded Car, Save the Next Driver

New free app lets any driver pin a flooded car or road in two taps, so the next driver sees the water before they're in it

PORT ST. LUCIE, Fla. — FloodMark launched today at floodmark.org, a free, driver-powered flood hazard map built for the way South Florida actually floods: fast, street by street, and usually with one car already sitting in the water as the only warning. FloodMark turns that stranded car into the warning. The driver taps one button, MY CAR IS FLOODED, and the spot is pinned on a live map for every driver behind them.

> "Everybody here has done it: come around a corner in the rain and the road just disappears under water, and there's already a car stalled in it," said Richard Shillington, founder of FloodMark. "That driver is having the worst day. Two taps and their worst day saves your car, maybe more. See the water before you're in it. That's the whole idea."

How it works

- Two taps to mark. One big button, MY CAR IS FLOODED, drops a pin at the driver's GPS position. A second flow marks flooded roads and high water anywhere on the map.
- Live for 24 hours, then gone. Every pin expires on its own after 24 hours. Other drivers can tap Still flooded to keep a true pin alive, or Water gone to clear it, so the map never fills with stale hazards.
- No account, no name. A report is only the hazard: where it is, what it is, how bad it is. Nothing about the driver is collected or stored.
- Everywhere a driver already is. The web app at floodmark.org/app installs to the home screen on iPhone and Android in seconds, no app store needed, and native apps are in final release steps. Pins carry one-tap routing buttons for Google Maps and Waze.
- Open to cities and partners from day one. FloodMark publishes its live pins in open formats, including the Waze for Cities partner format, so municipalities, fleets, and navigation partners can build on the same data.

The launch film

FloodMark's launch ad, "Introducing FloodMark.org: See The Water Before You Are In It," is live now on YouTube: youtube.com/shorts/QCaSiYp37MM. A 60 second spot is also in

release, drawn from a real Port St. Lucie flooding and a very unlucky Cadillac.

Optional insurance quotes

After marking a flood, drivers may optionally request competing insurance quotes by sharing their current provider, ZIP code, car, and monthly payment. It is strictly opt-in, consent is required before anything is stored, and quote details are never linked to a flood report or an exact location. Flood reports themselves remain anonymous, always.

Built in South Florida, for the next storm

FloodMark was built and launched in South Florida during the wettest part of the year on purpose: the map only gets smarter when drivers use it, and the next named storm does not wait for an app store review. Emergency managers, public works departments, fleets, and local media can follow the live map free at floodmark.org/map, download open feeds, and reach the team through the media contact form at floodmark.org/press.

About FloodMark

FloodMark is a free flood hazard marking service founded in 2026 in South Florida. Its slogan, "See the water before you're in it," is also its entire product strategy: the first driver in the water warns every driver behind them. FloodMark is a No Pants Profits project. Media kit, logos, and the fact sheet: floodmark.org/press.

Media contact

Richard Shillington, Founder

Media inquiries: floodmark.org/press (media contact form)

Web: floodmark.org · App: floodmark.org/app · Live map: floodmark.org/map

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