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Homeowners Choice, Inc.
Form FWP
March 02, 2011

**Filed Pursuant To Rule 433
Issuer Free Writing Prospectus dated March 2, 2011
Relating to Registration Statement on Form S-3
Registration No. 333-165139**

Forward Looking Statements

This presentation includes certain forward-looking statements and information, including statements regarding plans, strategies, and expectations of Homeowners Choice, Inc. When used in this presentation, words such as believes, anticipates, expects, estimates, or words of similar meaning are generally intended to identify forward-looking statements. All statements other than statements of historical fact included in this presentation are forward-looking statements. These forward-looking statements are subject to risks, uncertainties, assumptions, and other factors, many of which are beyond the control of Homeowners Choice Inc. Important factors that could cause actual results to differ materially from those expressed or implied by the forward-looking statements are described in the company's filings with the Securities and Exchange Commission, including within the Risk Factors section of the company's prospectus filed July 24, 2008 and its Annual Report on Form 10-K filed March 30, 2010.

HCI Facts

Clearwater Florida-based property and casualty company

Raised \$13 million equity capital in April 2007

Began operations in July 2007

Raised \$10 million in July 2008 IPO

Book value per share increased to \$7.74 from \$2.43 in 3 years

Initiated quarterly dividend

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Our Business

Homeowners Insurance

Condominium Owners Insurance

Renters Insurance

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Current Status

59,000 policies *

\$120 million in annualized
premiums *

Well positioned for significant
growth via strategy that leverages
management expertise and Florida
regulatory programs

* At 9/30/10

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The Florida Market Opportunity

4.4 million in personal residential and condo owners policies

\$6.9 billion in premiums

Diminishing presence by certain competitors

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Florida Major Hurricane History

1964	None	1980	None	1996	None
1965	1	1981	None	1997	None
1966	None	1982	None	1998	None
1967	None	1983	None	1999	None
1968	None	1984	None	2000	None
1969	None	1985	1	2001	None
1970	None	1986	None	2002	None
1971	None	1987	None	2003	None
1972	None	1988	None	2004	3
1973	None	1989	None	2005	2
1974	None	1990	None	2006	None
1975	1	1991	None	2007	None
1976	None	1992	1	2008	None
1977	None	1993	None	2009	None
1978	None	1994	None	2010 -	None
1979	None	1995	1		

Risk Transferred via Reinsurance

New comprehensive reinsurance catastrophe program in June 2010

Small single event retention of approximately \$7 million

Coverage of approximately \$386 million is in excess of 1-in-100 year Probable Maximum Loss (PML)

All Reinsurers are either A.M. Best A- rated or fully collateralized

Progress

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2009 Highlights

Gross premiums earned up 78% to \$110.0 million

Net premiums earned up 38% to \$65.3 million

Net income of \$10.9 million, or \$1.52 per share (diluted)

Profitable in Q3 and Q4 despite rising reinsurance costs

Cash, short-term and other liquid investments of \$92 million

Book value per share rose 29.7% to \$7.03

Repurchased approximately 452,000 shares through 12/31

Nine-month 2010 Highlights

Gross premiums earned up 7% year over year at \$89.7 million

Cash, short-term and other liquid investments of \$111 million

Book value per share rose 10% to \$7.74 from year end 2009

Conservative investment portfolio

Repurchased 215,969 shares in first nine months

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Looking Ahead

Growth opportunities include acquisition and/or organic growth

Recurring revenue stream of \$120M +

Anticipate improved 2011 profitability through policy optimization and reduced reinsurance costs

14% rate increase in effect from April 2010

Quarterly and annual dividend

Planned expansion into Alabama

HCII Compared to Public Peers

Public Peers	Ticker	Price 2/14/11	Market Cap (\$Mil)	EPS Q409	EPS Q110	EPS Q210	EPS Q310	Price/Book
Universal Insurance	UVE	5.88	230.29	(0.07)	0.21	0.27	0.36	1.66
21st Century Holding	TCHC	3.22	25.58	(0.93)	(0.12)	(0.30)	(0.16)	0.41
United Insurance	UIHC	2.95	31.19	(0.12)	(0.35)	0.02	(0.03)	0.83
Homeowners								
Choice	HCII	8.30	52.04	0.12	0.10	0.19	0.25	1.07

Source: Yahoo Finance

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Statistics

HCI / HCIW

Nasdaq (Common/Warrants):

Recent Price (1/12/11) \$8.30 (Warrants \$ 0.88)

Market Cap: \$ 52.04 Million**

Range: \$ 5.15 - \$ 9.15

Shares Outstanding: 6.2 Million**

Fully Diluted Shares: 6.7 Million*

Book Value: \$ 7.74*

Inside Ownership: 30%**

Cash, Short-term & Other Liquid Investments: \$ 111 Million

Revenue TTM: \$ 59.4 Million

\$ 0.66*

Diluted EPS TTM:

Price Book: **1.07x**

P/E TTM: **12.75x**

* At 9/30/10

** Approximately

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Thank You

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Investor Information

Direct all inquiries for investor relations information, including copies of the Company's Form 10-K and other reports filed with the SEC, to: Jay Madhu

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Independent Registered Public Accounting Firm

Hacker, Johnson & Smith PA
Tampa, Florida

Registrar and Transfer Agent

American Stock Transfer and Trust Company
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Brooklyn, NY 11219

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The issuer has filed a registration statement (including a prospectus) with the Securities and Exchange Commission (SEC) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents that the issuer has filed with the SEC for more complete information about the issuer and this offering. You may obtain these documents for free by visiting EDGAR on the SEC web site at www.sec.gov. Alternatively, a written prospectus related to the offering may be obtained from Anderson & Strudwick, Incorporated, the placement agent in the offering, by calling 1-800-767-2424.

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