

Hundreds of homeowners in La Crosse are in for a rude awakening. Flood insurance premiums are on the rise with the feds phasing out subsidies for those premiums. The insurance will be mandated by banks who lend money for a home. Even if it's just for refinancing, says Doug Kerns, owner of Midwest Floodplain Solutions

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Kerns says some homeowners--especially on the city's northside--will see their flood insurance premiums double because of the changes to the National Flood Insurance Program.