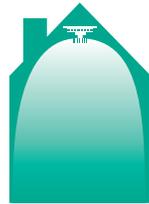


Home Fire Sprinkler General Prevention & Awareness Campaign

Fiscal Year 2012 Summary Report

July 19, 2013 – July 18, 2014



Home Fire Sprinkler®

COALITION

Protect What You Value Most™



Selling a Home Protected by Fire Sprinklers

This video provides real estate professionals with important information about the life-saving benefits of fire sprinklers, and useful tips for marketing a home protected by them.

TRT: 6:40

Home Fire Sprinkler
Coalition
HomeFireSprinkler.org
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Protecting Your Community WITH HOME FIRE SPRINKLERS

Home Fire Sprinkler
Coalition
HomeFireSprinkler.org

You understand the impact of home fires on your community. But do you have the facts about common new-home construction practices that endanger both residents and firefighters when a fire strikes?



Mission Statement

The Home Fire Sprinkler Coalition (HFSC) is a national, nonprofit, 501(c)(3) educational organization. HFSC is noncommercial and does not lobby for legislation. HFSC's sole focus is educational outreach.

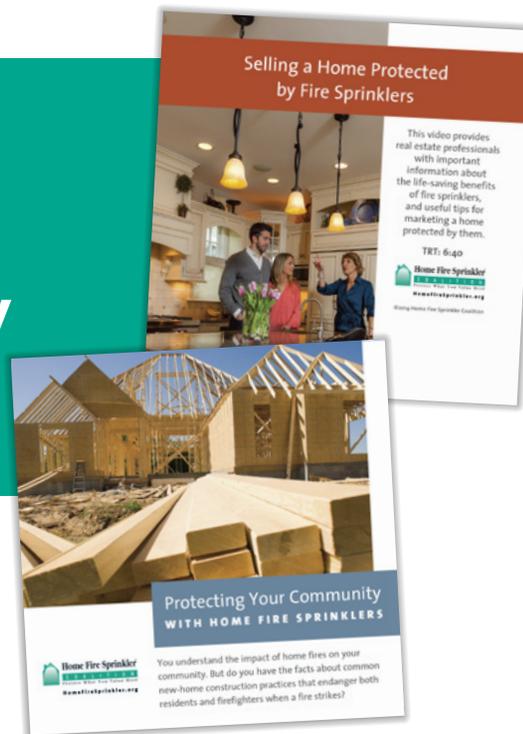
The mission of the nonprofit Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of home fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

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HFSC BOARD

American Fire Sprinkler Association

Canadian Automatic Sprinkler Association

FM Global

International Association of Fire Chiefs

National Association of State Fire Marshals

National Fire Protection Association

National Fire Sprinkler Association

Phoenix Society for Burn Survivors

State Farm Insurance

UL

U.S. Fire Administration/FEMA



Home Fire Sprinkler[®]

C O A L I T I O N
Protect What You Value Most™

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The Home Fire Sprinkler Coalition (HFSC) carried out a comprehensive strategy to improve home fire sprinkler education nationally, especially among important target audiences that are known to lack facts. HFSC's project increased awareness of the dangers of home fires (including the problems of modern, lightweight construction) and the need for more installed home fire sprinklers to prevent injuries and save lives.

Because of HFSC's unique partnership with the fire service, HFSC's deliverables were used by the coalition directly and by fire departments in grassroots fire safety education. This partnership benefitted the fire service by providing a means for improved local education and it benefitted HFSC's national outreach by increasing the coalition's reach and expanding the impact of its resources.

Ultimately, HFSC's educational project improved knowledge and helped to drive demand for more installations. Here is an overview of the project's specific accomplishments:

HFSC added new content and updated its website, improving navigation and keyword search power to generate and keep traffic. With more than half of adults using their cell phones to access the Internet, HFSC restructured its website to make it mobile-device-friendly. The content is now easy to view and navigate even on mobile devices, and searches for

HFSC keywords have a higher Google ranking, improving the coalition's reach and impact. Other websites that are not mobile-friendly are penalized with lower search rankings.

Across the country, firefighters and other advocates are dealing with real estate groups fighting home sprinkler codes. These national and regional groups use false information and often unite individual real estate agents in their cause. Regardless of code update or adoption, real estate agents in every community need access to sprinkler facts. To increase their awareness of the dangers of home fires, the benefits of sprinklered homes and HFSC's free resources, the coalition's grant project contained three core outreach tactics:

HFSC staffed an educational booth at the National Association of REALTORS (NAR) Conference & Expo, the largest real estate agent conference. HFSC hired professional actor Tom Clark to help drive traffic to its booth by hosting the educational BUILT FOR LIFE Game. Clark's decades of experience working crowds at trade shows increased HFSC's attendee engagement and gave staff more opportunities to educate agents waiting in line. Real estate agents waited in line to interact with Clark and answer questions about fire sprinklers for a chance to win a prize. HFSC offered many resources, including the "Living with Sprinklers" Kit, which had increased appeal for California and Maryland agents,

where fire sprinklers are required in all new home construction.

Testimonial outreach is powerful and shown to influence target audiences. To tap into this, HFSC identified a real estate agent who lives in a sprinklered home and who recommends sprinklered homes to her buyers. HFSC shot video and still photographs of her in her own home and created an educational video to help real estate agents understand the dangers of home fires, the grant-funded Harris Poll data about homebuyer interest, and how to market sprinklered homes. HFSC promoted the free video through its website, YouTube channel and social media, and via paid ads in *REALTOR Magazine – Show Daily* and *REALTOR Magazine*, reaching 1.1 million. HFSC edited it into radio spots that combined with web banner ads to reach more than 21 million on the national network "Real Estate Today" radio.

HFSC utilized the real estate video shoot to produce a 30-second television spot to educate consumers, especially potential homebuyers. The spot was placed on HGTV, one of the most widely watched networks, reaching 3.3 million viewers. HFSC has made it available to fire departments and others for customized local media use (at no charge to them). The educational spot is being promoted through HFSC's website and YouTube channel, as well as through routine social media outreach.

continues

Sound data helps HFSC convey the importance of sprinklers, increase media interest and counter damaging myths. With Harris Interactive, HFSC conducted a national Harris Poll survey in 2014 to gauge consumer perceptions regarding home fire sprinklers. Education proved to be key: without facts, just 52% of respondents felt sprinklers were important. When given additional information, the number went up to 78%. Overall, the data HFSC acquired demonstrated strong support for home fire sprinklers, with 70% saying sprinklered homes have more value. And 74% said they're more likely to buy a sprinklered home. This data will have a long shelf life, giving HFSC and other fire safety advocates useful information to help educate and increase interest in sprinkler installations. HFSC also broke out the data into generational segments to better understand fire safety interest among the ages. HFSC has been promoting the results since mid-2014 through regular press releases and social media.

According to NFPA, one-half to two-thirds of new one- and two-family houses use lightweight construction, which burns hotter and fails sooner in a fire, making these houses more dangerous both to residents and firefighters. Homebuilding and real estate groups erroneously promote new homes as being safer from fire. To increase the understanding of actual home fire dangers

and the unique protective benefits of home fire sprinklers, HFSC hired national home improvement expert Ron Hazelton (who lives in a sprinklered home himself), to conduct a national satellite media tour (SMT) in June 2014. The SMT focused on modern home lightweight construction dangers, life safety benefits of fire sprinklers and the Harris Poll data. HFSC confirmed a reach of nearly three million with availability to a total of more than 85 million viewers through FOX and Hallmark. A radio version of the SMT airing over two days in June 2014 reached more than 7.2 million listeners (HFSC received the second day at no cost).

To better educate building and local officials so they can actively advocate for home fire sprinklers, HFSC prepared a new video script to incorporate current information and National Institute of Standards & Technology (NIST) and Underwriters Laboratories (UL) lightweight construction data. HFSC used existing UL and Fire Prevention & Safety Grant-funded video footage from another organization and existing two-dimensional and three-dimensional graphics, combined with new video in a home being built with lightweight materials. HFSC promoted this new video as part of the coalition's educational outreach to building and local officials, through participation and exhibits at the 2013 International City/County Management

Association, International Code Council, National League of Cities and 2014 National Fire Protection Association conferences. HFSC also promoted it with single-page ads placed in their key trade publications, *American City & County* and *Building Safety Journal*, reaching more than 101,000.

HFSC announced its new video resources to the fire service and encouraged their use of them via key trade publications' e-blast messages, reaching more than 190,000 readers.

HFSC successfully completed an outside audit for this grant. HFSC developed and implemented surveys of its grant project material, analyzed data and reviewed Web trends and other feedback. HFSC prepared an evaluation summary and report. In response to its specific grant project requests, HFSC used funds to receive and fulfill material requests and manage HFSC's database.

Fire Service Advertising

HFSC created a new e-blast message for members of the fire service to announce the new "Selling a Home Protected by Fire Sprinklers" and "Protecting Your Community with Home Fire Sprinklers" videos. The message provided links to the HFSC website to request free copies of the DVDs and to sign up as a member of the free HFSC BUILT FOR LIFE Fire Department program.

The message was distributed through e-blasts from the following national fire service publications:

- **Firehouse:** June 24, 2014 e-blast; resulted in 102,063 messages delivered, 9,644 opened (9.45% open rate) and 604 click-throughs
- **FireRescue** (FireFighterNation.com): June 24, 2014 e-blast; resulted in 41,412 messages delivered, 6,377 opened (15.40% open rate) and 241 click-throughs
- **Fire Chief:** June 24, 2014 e-blast; resulted in 50,423 messages delivered, 9,873 opened (19.58% open rate) and 500 click-throughs

E-BLASTS TOTALS: 193,898 messages delivered, 25,894 opened (13.35% open rate) and 1,345 click-throughs



Reserve Your Free Copies Now:

New Educational Videos for Local Officials and Real Estate Agents

According to a 2014 Harris Poll® conducted on behalf of the Home Fire Sprinkler Coalition, 78% of U.S. homeowners say home fire sprinklers provide the ultimate protection for residents. And 74% say they'd be more likely to buy a home with fire sprinklers than one without. Residents want this added safety, but they will have questions before they buy.

Will your community be ready with the facts?

Your local officials and real estate agents play a key role with consumers. You can help these influencers get behind home fire sprinklers and up to speed on their importance in today's homes. HFSC's latest videos answer common questions and concerns, and provide the facts these professionals need to highlight the life safety benefits of a sprinklered home.

You can preorder your free videos at HomeFireSprinkler.org/preorder-videos

Sign up for the HFSC BUILT FOR LIFE Fire Department program at homefiresprinkler.org/BFLFD.




Home Fire Sprinkler Coalition
Protect What You Value Most

Facebook | Twitter | YouTube | LinkedIn | RSS | Pinterest

Fire Prevention and Safety Council
A Division of Firefighters United Program

Fire to Everyone's Home

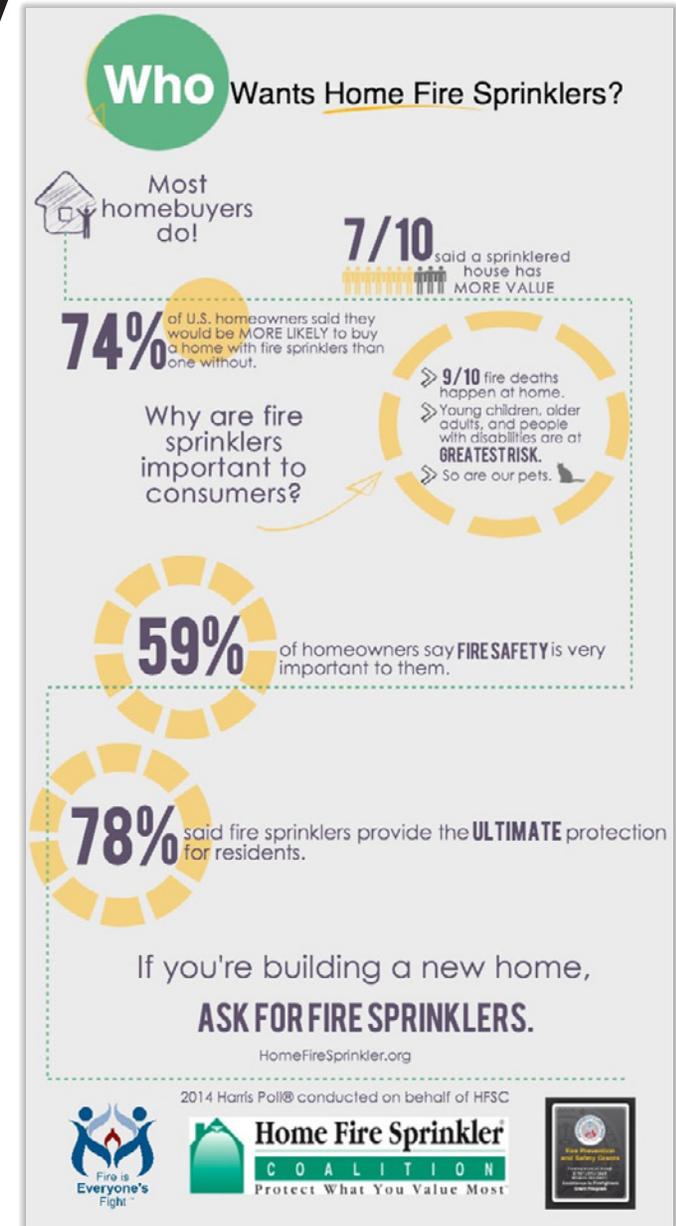
National Harris Poll Consumer Survey

With a new online consumer poll in 2014, HFSC updated a national benchmark study previously commissioned by HFSC in 2005 through funding from a FEMA Fire Prevention & Safety Grant.

From May 8-14, 2014, HFSC revisited homeowner awareness of home fire sprinklers and their life-safety benefits in a nationwide survey of adult homeowners. The new Harris Poll results underscored the importance of ongoing education and outreach to overcome common myths and misconceptions about home fire sprinklers.

Below are the key takeaways from the 2014 poll:

- Information and education is key. Without information regarding fire sprinklers about half (52 percent) of homeowners felt they were essential or important. After learning more, more than three-quarters (78 percent) felt the same way — an increase of 27 percentage points.
- More than three-quarters (78 percent) said home fire sprinklers provide the ultimate protection for residents.
- Seven in 10 (70 percent) said a sprinklered home has more value than an unsprinklered home.
- Three-quarters (74 percent) said they would be more likely to buy a home with fire sprinklers than one without them.
- Nearly half (47 percent) said they have more confidence in homebuilders who offer fire sprinklers than those who do not.
- Only half (56 percent) recognized the increased fire hazards associated with lightweight residential construction to residents and firefighters.
- Only one-third (31 percent) understood the open designs of homes make a home fire more dangerous.



Satellite Media Tour

On June 24, 2014, HFSC hosted a national satellite media tour (SMT) shot on location in a suburb of Chicago. HFSC spokesperson Ron Hazelton spoke with television news stations across the nation and explained that fires in today's new homes burn hotter and faster, making them more deadly than fires in older homes.

While walking through a home, Hazelton made reference to data from the National Institute of Standards & Technology and Underwriters Laboratories (UL) that concluded modern lightweight construction, such as engineered wood beams, fails faster in a fire. Also, modern synthetic furnishings present in homes burn faster and emit toxic black smoke that quickly cause smoke inhalation

for residents. His final point was that today's homes are built to be energy-efficient, but the airtight construction allows fires to burn hotter than ever. Hazelton then stepped outside the home to narrate a live fire sprinkler demonstration and explained the lifesaving benefits of fire sprinklers and how they put out fires before they have a chance to grow.

The potential audience reach of all the airings was **more than 2.9 million viewers**.

In addition, the video was converted into an audio news release that aired June 24-25, 2014. The release reached approximately **7.21 million listeners** on more than 150 radio, internet radio, and audio television stations across the nation.



(As of 07.15.14)

HOME FIRE SPRINKLER COALITION
Final Results – Satellite Media Tour – June 24, 2014 with Ron Hazelton

Airdate Info	MARKET DMA STATION NETWORK PROGRAM TALENT	Audience Reach
Aired 7/03	KANSAS CITY (31) KCTV-TV CBS KCTV News This Morning Dave	49,232
Aired Live 6.24 @ 7:15	CHARLESTON-HUNTINGTON, WV (65) WOWK-TV CBS 13 News This Morning Tim	8,459
Aired Live 6.24 @ 7:43	AUSTIN (45) KTBC-TV FOX FOX 7 News in the Morning Katherine	16,544
Aired Live 6.24 @ 7:53	ATLANTA (9) WAGA-TV FOX Good Day Atlanta Karen	78,048
Aired Live 6.24 @ 8:00	CENTRAL TEXAS REGIONAL CABLE YNN – Time/Warner Cable Morning News Burton	15,000 (airs multiple times)
Date to Come	INDIANAPOLIS (26) WRTV-TV ABC RTV-6 News Rafael	38,500
Aired 6.25	PHILADELPHIA (4) WFMZ-TV IND 69 News at Sunrise Jaciel	49,568
Scheduled News Feed	NATIONAL NETWORK NEWS FOX NEWS EDGE Scheduled News Feed Alison	N/A
Aired 6.30.14	RICHMOND, VA (57) WTVR-TV CBS Virginia This Morning Greg	15,153
Aired 7/07, approx. 8:30a	EVANSVILLE (104) WTWV-TV/CW + WEHT-TV/ABC Local 7 Lifestyles Laura	2,500
Aired 7/15	KANSAS CITY (31) KSHB-TV (NBC) 41 Action News at 10 PM Patrick	27,150
Date to Come	HUNTSVILLE (80) + STATEWIDE ALABAMA CABLE WYAM-TV IND Valley Happenings Suzie	5,000
Aired 7/02	ALBUQUERQUE (47) KOB-TV NBC Good Day New Mexico Casey	2,500
Date to Come	WICHITA (67) KCTU-TV IND Your Hour Sheryl	2,500
Date to Come	CLEVELAND (18) WKYC-TV NBC Live on Lakeside Michael & Hollie	19,450
Date to Come	SAN ANTONIO (36) KENS-TV CBS KENS 5 Weekend News Stacia	24,720
Date to Come (Taped On-Site w/Client)	CHICAGO (3) WLS-TV ABC ABC 7 Consumer News Jason Knowles (Past stories aired on these newscasts with these average audience numbers: 4p: 165,000 / 5p: 270,000 / 6p: 300,000 / 10p: 630,000 / Sat: 66,000 / Sun: 22,000)	Potential/All Newscasts: 1,453,000
Aired Live 6.24 @ 12:20	ST. LOUIS (21) KTVI-TV + KPLR-TV FOX 2 News/KPLR 11 Christine	5,000
Aired Live 6.24 @ 12:45	DALLAS-FORT WORTH (5) WFAA-TV ABC News 8 Midday Ron	90,435
Posted 7.8.14	This outlet will air our standalone generic interview: NATIONALLY SYNDICATED - MOMS EVERYDAY - Gray Television (Click on link to see station list) Link to Post: www.momseveryday.com/home/justformoms/headlines/?article=265818131	1,000,000
Date to Come	This outlet will consider using soundbites from our standalone generic interview, and they will also access the package produced by FOX NEWS EDGE from this SMT: NATIONAL CABLE THE HALLMARK CHANNEL – Home & Family Show	Available to approximately 85,897,000 U.S households

CINDY RANDALL MEDIA, INC. | TEL 1-800-480-9150 | Cindy.Randall@SatelliteTours.com

Consumer Public Service Announcement

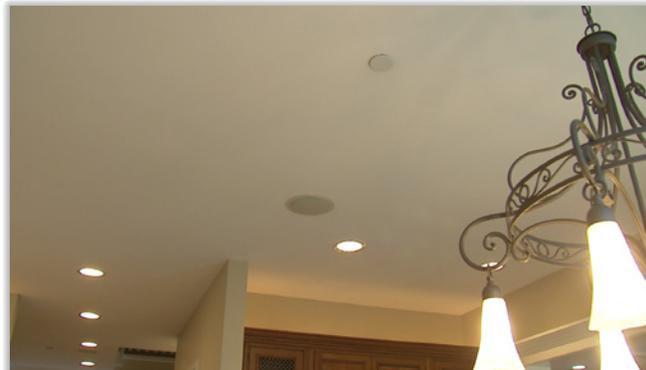
HFSC shot a 30-second television public service announcement (PSA) at the Glen Ellyn, Illinois, home of RE/MAX Suburban real estate broker Litsa Lekatsos, who lives in a sprinklered home and recommends sprinklered homes to her buyers. The spot, narrated by professional actor Tom Clark, discussed the benefits of home fire sprinklers and encouraged homebuyers to "Ask For Them." The PSA extended on the success of the "Ask For Them" concept for consumers that was created through HFSC's 2011 Fire Prevention & Safety Grant.

HFSC chose to air the PSA on HGTV to take advantage of its younger audience of consumers who are considering remodeling or buying a home.

The 30-second television PSA ran 12 times on HGTV the week of June 16, 2014.

- June 16: Property Brothers, Rent or Buy
- June 17: House Hunters Renovation, Flip or Flop
- June 18: Curb Appeal, Property Brothers
- June 19: Rent or Buy, Fixer Upper
- June 20: House Hunters International
- June 21: Beachfront Bargain Hunt, Love It or List It
- June 22: Buying and Selling

Impressions: 3,289,000 (gross)



View the PSA online at <https://www.youtube.com/watch?v=mK4fS2Z3JYw>.

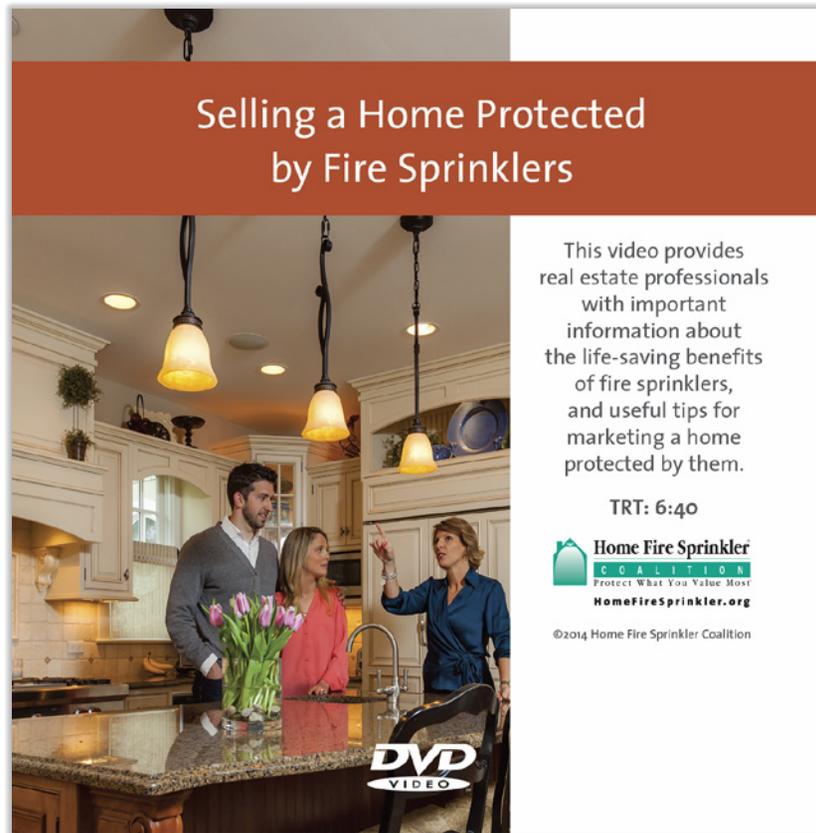
“Selling a Home Protected by Fire Sprinklers” Video

HFSC developed the new “Selling a Home Protected by Fire Sprinklers” video to educate real estate agents about the lifesaving benefits of home fire sprinklers, providing them with useful tips so they can support homeowner interest in sprinklered homes on the market.

The video is narrated by professional actor Tom Clark and features Litsa Lekatsos, a real estate broker with RE/MAX Suburban from Glen Ellyn, Illinois, who lives in a sprinklered home and recommends sprinklered homes to her buyers.

A total of 10,000 DVDs were printed and are available at no charge.

View the video online at www.homefiresprinkler.org/index.php/selling-a-home-protected-by-fire-sprinklers.



continues

“Selling a Home...” Video *(continued)*

HFSC executed a targeted outreach activity on Twitter to promote the new “Selling a Home Protected by Fire Sprinklers” video. HFSC tweeted directly to major homebuilders, real estate companies and online residential building and real estate news and advice groups. This resulted in social media engagement that has opened communications between HFSC and major homebuilding companies.

- Toll Brothers now follows HFSC and shared the video with its California and Maryland teams (where fire sprinklers are required in all new home construction).
- K. Hovnanian Homes now follows HFSC and tweeted multiple tweets about the video.
- KB Home retweeted HFSC’s tweet and thanked HFSC for the video.
- Lennar Maryland and Lennar Sac (northern California) both followed and engaged in tweets with HFSC.

Toll Brothers, Inc.
@tollbrothersinc FOLLOWS YOU
45+ year old national luxury home builder
Currently building nationwide - tollbrothers.com

Toll Brothers, Inc. @tollbrothersinc · 23h
Toll Brothers would like to know- which Quick Delivery home do you prefer from Avignon, TX? pic.twitter.com/uS5wUmdOUu

Toll Brothers, Inc. @tollbrothersinc · Jul 28
[@HFSCorg](#) Thank you for the video, we passed it along to our CA and MD teams.

K. Hovnanian Homes @khov · Jul 24
Check out [@HFSCorg](#)'s video about the importance & safety benefits of fire sprinklers in your home youtube.com/watch?v=ASqFyi...

View media Reply Retweeted Favorite More

Lennar Maryland retweeted you Jul 24

Jul 23: [@LennarMaryland](#) Fire sprinklers are req'd in new MD homes. Pls use our free video for real estate pros: youtube.com/watch?v=ASqFyi...

KB Home @kbhome · Jul 31
Thanks for the great video! RT [@HFSCorg](#): [@kbhome](#) Fire sprinklers are req'd in new CA homes. Pls use our free video for real estate pros:...

Expand Reply Retweet Favorited More

National Association of REALTORS Conference & Expo

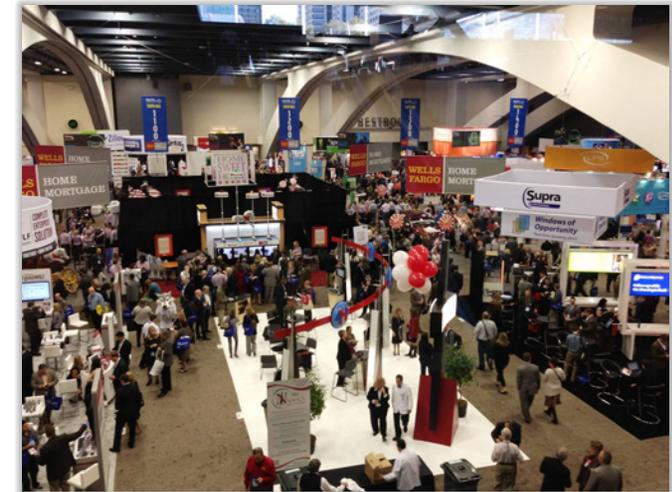
HFSC promoted its new “Selling a Home Protected by Fire Sprinklers” video, along with other educational materials and programs, to real estate agents at the **National Association of REALTORS (NAR) Conference & Expo**.

- November 8-11, 2013
- Moscone Center
San Francisco, California
- 10 x 20-square-foot booth space
- Attendance: 22,000

At the NAR Conference & Expo, professional actor Tom Clark hosted the interactive BUILT FOR LIFE Game, which presents multiple-choice questions and video answers about home fires and fire sprinklers.

REALTORS who answered questions correctly were able to spin the prize wheel for a chance to win an iPad Mini, Flip video camera, Target gift cards, HFSC thermoses, HFSC water bottles and San Francisco souvenirs.

REALTORS waited in line to play the interactive game, increasing their time with staff who provided information about the benefits and technology of home fire sprinklers.



Real Estate Agent Advertising

HFSC developed a print advertisement for real estate agents to promote the new "Selling a Home Protected by Fire Sprinklers" video and to emphasize the additional marketability of homes protected with fire sprinklers. It featured Litsa Lekatsos, a real estate broker with RE/MAX Suburban from Glen Ellyn, Illinois, who lives in a sprinklered home and recommends sprinklered homes to her buyers.

The single-page, four-color advertisement appeared in the following national real estate agent trade publication:

- **REALTOR Magazine:** July/August 2014 issue; circulation 1,043,446

Using an existing real estate agent testimonial advertisement, HFSC spotlighted Janet Hall, a REALTOR with Keller Williams Realty in Pleasant View, Tennessee. She is a home fire sprinkler advocate in the real estate industry who uses HFSC educational materials to explain the benefits of fire sprinklers in homes she markets.

The advertisement also invited real estate agents to learn more by visiting HFSC's booth at the 2013 National Association of REALTORS (NAR) Conference & Expo in San Francisco, California.

The single-page, four-color advertisement appeared in the following real estate agent trade publication:

- **REALTOR Magazine – Show Daily:** Distributed for three days at 2013 NAR Conference & Expo; circulation 20,000 for each issue

TOTAL CIRCULATION: 1,103,446 gross

VISIT HFSC IN BOOTH #5786



Prospective Buyers See Sprinklered Homes as "An Extra Perk"

When REALTOR® Janet Hall shows a new home with fire sprinklers installed, she relies on the expertise of the nonprofit and noncommercial Home Fire Sprinkler Coalition (HFSC) to help her explain the lifesaving technology.

"We use HFSC's educational material during our open houses and when we do our final walk-through with our buyers," Hall says. The free information, which includes brochures, videos and Web downloads, provides real estate professionals with the facts about new home installation, maintenance, and cost; and it helps you counter the common myths that often circulate about fire sprinkler systems.

With increasing interest in fire sprinkler protection, HFSC's information is more valuable to REALTORS® than ever. You can trust HFSC as your resource. HFSC is purely educational. It does not sell products or services.

Hall often teams up with her local fire department to present a live fire demonstration that helps people understand how fast a home fire spreads. She says prospective buyers are impressed with the added protection of fire sprinklers. "They see sprinklered homes as better... more like an extra perk."

HFSC's educational materials help consumers, homebuilders and others understand the lifesaving value of installing fire sprinklers in new houses. And they can help you market your sprinklered homes.

Visit HFSC's Booth #5786 to pick up your **FREE** materials.



Janet Hall is a REALTOR® with Keller Williams Realty representing Good and Hall Builders in Pleasant View, Tennessee.



"I'm a REALTOR®, and a mother, and I love to sell sprinklered homes, especially to buyers with kids."

"Like most moms, my children come first. And their safety is always top of mind. That's why I'm so glad our family lives in a home protected by fire sprinklers. There's nothing more comforting than knowing sprinklers are there for my family, 24 hours a day.

When I show a sprinklered home, added value and peace of mind are usually the first things I point out. Buyers always ask if all the sprinklers go off at once. When I explain that only the sprinkler closest to the fire activates, stopping the fire from becoming deadly, they want them. It's nice to sell a beautiful home, but it's even better to sell a safe one."



Litsa Lekatsos, Broker, RE/MAX Suburban, Glen Ellyn, IL

BUYERS ARE ASKING FOR HOME FIRE SPRINKLERS



Sprinklered homes are growing in popularity. According to a 2014 Harris Poll® conducted on behalf of the Home Fire Sprinkler Coalition, 78% of U.S. homeowners say home fire sprinklers provide the ultimate protection for residents. And 74% say they'd be more likely to buy a home with fire sprinklers than one without.

If you haven't shown a sprinklered home yet, it's only a matter of time. Get the facts now, so you can answer your buyers' questions about this life-saving technology.



©2014 Home Fire Sprinkler Coalition

The nonprofit Home Fire Sprinkler Coalition (HFSC) has free information online to help you market sprinklered homes with confidence.

continues

Real Estate Agent Advertising *(continued)*

HFSC also reached out to real estate agents via a campaign through national network “**Real Estate Today**” radio from June 9 to July 20, 2014. The six-week campaign featured 40, 30-second and 60-second radio spots on “Real Estate Today”; 30, 30-second radio spots on Cox’s “Clark Howard” radio show; 18, 30-second radio spots on “Dennis Miller 3rd Hour” radio show; two on-air radio interviews; eight digital pre-roll audio advertisements; and eight digital banner advertisements on the website.

The first on-air radio interview occurred on July 5, 2014. Topics included home fire sprinklers in new construction homes, importance of smoke alarms and fire sprinklers working together, movie myths about fire sprinklers, how they operate, home fire sprinkler cost studies, insurance discounts, and free resources on the HFSC website. The segment ran more than four minutes.



The second interview occurred on July 26, 2014. Topics included HFSC’s mission, movie myths about fire sprinklers, how they operate, home fire sprinklers in building codes, insurance discounts, maintenance of systems, freeze protection, and free resources on the HFSC website. The segment ran more than five minutes.

- **On-air impressions** (30-second and 60-second spots, radio interviews, and all HFSC mentions as heard by terrestrial radio listeners): 16.65 million
- **Digital impressions** (download listeners, online player advertisements and listeners, and website visitors): 4.80 million

TOTAL IMPRESSIONS: 21.45 million



Answers for Real Estate Professionals
HomeFireSprinkler.org

“Protecting Your Community...” Video

New construction homes have many advantages. But they also present unique fire hazards that result from lightweight construction, popular open design and certain energy-efficiency features. Combine these with typical contents, such as electronics and synthetic furnishings, and the makings of fast and deadly flashover are present.

HFSC developed the new “Protecting Your Community with Home Fire Sprinklers” video to educate building and municipal officials about the dangers of today's modern home fires and to highlight the lifesaving benefits of home fire sprinklers. The video includes interviews with experts from the National Institute of Standards & Technology (NIST) and Underwriters Laboratories (UL). They've conducted fire tests and research showing why fires in new single-family homes are more dangerous and how fire sprinklers protect occupants and firefighters.

A total of 10,000 DVDs were printed and are available at no charge.

View the video online at www.homefiresprinkler.org/index.php/building-officials-video.



**Protecting Your Community
WITH HOME FIRE SPRINKLERS**

**Home Fire Sprinkler
COALITION**
Protect What You Value Most
HomeFireSprinkler.org

You understand the impact of home fires on your community. But do you have the facts about common new-home construction practices that endanger both residents and firefighters when a fire strikes?



Building/Municipal Official Trade Shows

HFSC promoted its new “Protecting Your Community with Home Fire Sprinklers” video, along with other educational materials and programs, to building and municipal officials at the following conventions:

International City/County Management Association (ICMA) Annual Conference

- September 22-24, 2013
- Boston Convention Center
Boston, Massachusetts
- 10 x 10-square-foot booth space
- Attendance: 3,500

International Code Council (ICC) Annual Conference

- October 1-2, 2013
- Atlantic City Convention Center
Atlantic City, New Jersey
- 10 x 10-square-foot booth space
- Attendance: 1,831

National Fire Protection Association (NFPA) Conference & Expo

- June 9-11, 2014
- Mandalay Bay Convention Center
Las Vegas, Nevada
- 10 x 10-square-foot booth space
- Attendance: 4,595

National League of Cities (NLC) Congress of Cities & Exposition

- November 14-15, 2013
- Washington State Convention Center
Seattle, Washington
- 10 x 10-square-foot booth space
- Attendance: 3,330

At the NLC Congress of Cities & Exposition, attendees who obtained information at the HFSC booth and left their contact information were entered into a random drawing for a chance to win an iPad Mini at the end of the exposition.



Building/Municipal Official Advertising

HFSC developed a print advertisement for building and municipal officials to promote the new "Protecting Your Community with Home Fire Sprinklers" video and underscore the problem of lightweight construction and the lifesaving value of home fire sprinklers.

The single-page, four-color advertisement appeared in the following national building/municipal official trade publications:

- **American City & County:** June 2014 issue; circulation 69,631
- **Building Safety Journal:** June 2014 issue; circulation 32,000

TOTAL CIRCULATION: 101,631 gross

Protect Your Community

WITH HOME FIRE SPRINKLERS



Fire sprinklers prevent deadly smoke and fire from spreading and allow families to escape. Each sprinkler is individually activated by heat. Typically, only the sprinkler closest to the fire will activate, controlling the fire until the fire department arrives.

Each year, home fire sprinklers are installed in thousands of new one- and two-family homes in communities throughout the country. This trend is the result of communities passing codes and ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as an option.

There's never been a more important time to protect new homes with fire sprinklers. Modern construction materials have increased fire dangers because unprotected lightweight wood construction products (such as wood-truss roofing and I-joists) burn faster and fall sooner in a fire (UL). Today's new houses feature open spaces and are filled with synthetic furnishings and products. This results in houses burning faster and hotter (NIST). **To learn more about how fire sprinklers can protect your community, visit our website for free information.**

Free Resources To Help You Protect Your Community

The nonprofit Home Fire Sprinkler Coalition (HFSC) is the leading resource for independent information about home fire sprinklers. HFSC develops a wide range of fire safety educational materials that are provided at no charge and can be downloaded or ordered on HFSC's website, HomeFireSprinkler.org.



**Home Fire Sprinkler
COALITION**
Protect What You Value Most
HomeFireSprinkler.org



**Fire is
Everyone's
Fight™**

© 2014 Home Fire Sprinkler Coalition

Public Relations Reach

Below are samples of media coverage HFSC received related to its grant project:

HFSC Awarded 2012 Fire Prevention & Safety Grant

- *Fire Engineering* online (08/01/13)
- *Firehouse* online (08/06/13)
- *Fire Protection Contractor* (p. 7, September 2013 issue)
- National Fire Sprinkler Association – Wisconsin Chapter’s “Fire Sprinkler Times” e-newsletter (08/22/13)
- Northern Illinois Fire Sprinkler Advisory Board’s “Fire Sprinkler Times” e-newsletter (08/22/13)
- *Pennsylvania Fireman* (p. 44, August 2013 issue)
- *Sprinkler Age* (p. 25, August 2013 issue)
- *Wisconsin Fire Journal* (p. 31, September/October 2013 issue)

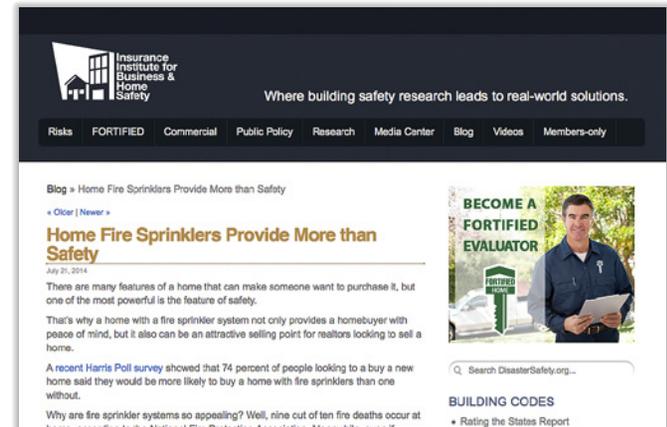
National Harris Poll Consumer Survey

- *Fire Engineering* online (06/24/14)
- *Fire Protection Contractor* (p. 7, August 2014 issue)
- Greater Syracuse Association of REALTORS & Central New York Information Service’s blog (06/24/14)
- *Green Builder* online (02/02/15)
- “Inside Real Estate” blog (06/24/14)
- Insurance Institute for Business & Home Safety’s blog (07/21/14)
- Maine Fire Service Institute online (06/27/14)
- National Fire Protection Association’s “Fire Sprinkler Initiative” blog (06/24/14; 01/28/15; 02/09/15)
- National Fire Sprinkler Association – Wisconsin Chapter’s “Fire Sprinkler Times” e-newsletter (06/24/14)
- Northern Illinois Fire Sprinkler Advisory Board’s “Fire Sprinkler Times” e-newsletter (06/24/14)

- Pennsylvania Fire & Emergency Services Institute e-mail to members (06/25/14)
- *Pennsylvania Fireman* (p. 34, July 2014 issue)
- RE/MAX 440 June Croisette’s blog (06/25/14)
- *Sprinkler Age* “Weekly News Brief” e-newsletter (06/25/14; 07/02/14)
- Western Fire Chiefs Association’s “Daily Dispatch” online (06/25/14)

Satellite Media Tour

- Illinois Fire Safety Alliance’s e-newsletter (10/06/14)
- National Fire Protection Association’s “Fire Sprinkler Initiative” blog (10/07/14)
- *Sprinkler Age* “Weekly News Brief” e-newsletter (07/09/14; 07/16/14; 12/24/14)
- **See page 8 for more media coverage**



Public Relations Reach *(continued)*

“Protecting Your Community with Home Fire Sprinklers” and “Selling a Home Protected by Fire Sprinklers” Videos

- *Fire Protection Contractor* (p. 10-12, August 2014 issue; p. 7; December 2014 issue)
- Insurance Institute for Business & Home Safety's blog (07/21/14)
- National Fire Protection Association's "Fire Sprinkler Initiative" blog (07/21/14)
- National Fire Sprinkler Association – Wisconsin Chapter's "Fire Sprinkler Times" e-newsletter (07/25/14)
- Northern Illinois Fire Sprinkler Advisory Board's "Fire Sprinkler Times" e-newsletter (08/27/14)
- *Sprinkler Age* "Weekly News Brief" e-newsletter (07/30/14)

In addition, HFSC and its educational materials were highly promoted on various social media networks, such as Twitter and Facebook, with tweets, retweets, likes and shares.

NIFSAB shared a link. Posted July 18

The Home Fire Sprinkler Coalition's new video will help real estate agents understand how to sell and market homes protected with fire sprinklers. It features Litsa Lekatsos, Broker, RE/MAX Suburban, Glen Ellyn, IL, who lives in a sprinklered home. Litsa welcomed HFSC and the video crew into her home to shoot the video.

<https://www.youtube.com/watch?v=ASqFyiNi2I4>

Selling A Home Protected by Fire Sprinklers
This video provides real estate professionals with important information about the life-saving benefits of fire sprinklers, and useful tips for marketing a h...

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Research: Today's Home Fires Burning Faster

The NAHB "Pricing Out" Farce – Sprinkling Statistics

Fire Sprinklers At Work (Fall/Winter 2014 Edition)

Another Front du Lac Habitat for Humanity Home Protected with Fire Sprinklers

Geoplier Sprinkler Systems Limit Losses, Injuries in Fires

HTML5

The Home Fire Sprinkler Coalition (HFSC) recently developed a new video to educate real estate agents about selling homes protected with fire sprinklers. The video features HFSC spokesperson Tom Clark and REALTOR® Litsa Lekatsos, who lives in a home protected with fire sprinklers and markets fire sprinkler-protected homes to consumers.

The video teaches real estate agents about how home fire sprinklers work and points out selling points and benefits related to home fire sprinklers.

The new video complements an educational real estate agent brochure previously developed by HFSC.

Tags: Home Fire Sprinkler Coalition

This entry was posted on July 25, 2014 at 12:40 pm and is filed under 2014 - Issue 2 - Summer. You can follow any responses to this entry through the RSS 2.0 feed.

FIRE SPRINKLER INITIATIVE NEWS
Information for fire service and sprinkler advocates

During a week filled with an exorbitant amount of home fires, sprinkler coalition uses media to get its point across | Main | Firefighter death adds significance to new Connecticut sprinkler coalition's

10/07/2014

Big names in the sprinkler arena participate in news broadcast highlighting fire dangers of today's homes

A recent news report from an ABC affiliate has detailed concerns over modern homes and household furnishings while making a strong case for home fire sprinklers.

The news station rounded up some key sprinkler advocates for an investigative report, underscoring just how quickly today's fires become deadly. (NFPA and others have also researched this topic extensively.)

NFPA blogger Tom Lita, also the executive director of the Northern Illinois Fire Sprinkler Advisory Board, and other members of the Illinois Fire Sprinkler Coalition discussed the toxicity of today's furnishings under fire and the concerns with lightweight construction materials that are becoming more popular in today's structures.

Also interviewed for the report was Ron Hazleton, a home repair expert with the Home Fire Sprinkler Coalition, who explained why today's building materials can exacerbate fire spread: "What happens with solid wood is it begins to burn from the outside in, so the outside may char but the interior of it, the structural integrity is still there so it tends to fall slowly." Hazleton says, "[lightweight construction] burns hotter and more quickly, and when it falls, it falls almost instantaneously."

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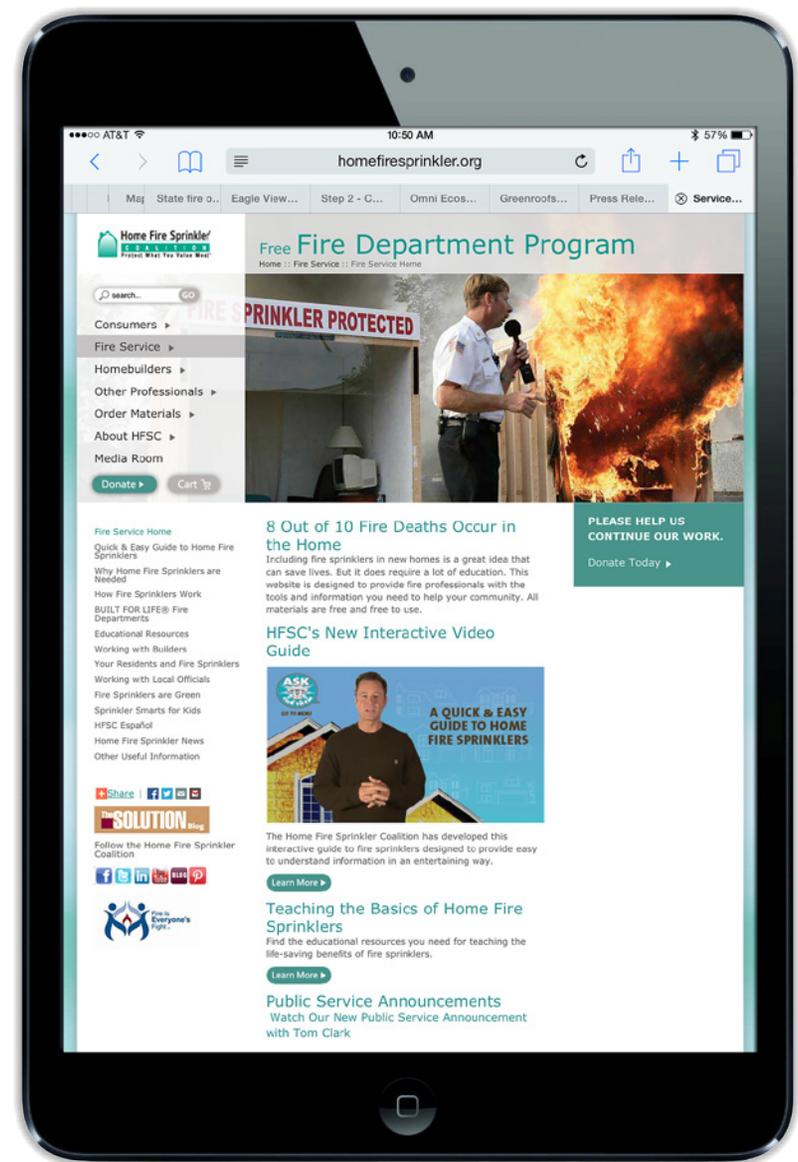
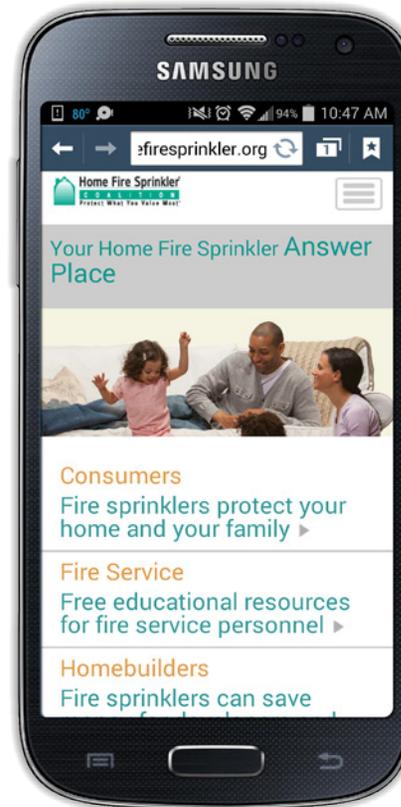
Free access to all NFPA Codes & Standards

Mobile Device Optimization

A fast-increasing number of consumers are viewing websites via their mobile devices, such as smartphones and tablets, instead of traditional laptop or desktop computers.

To address the growth of mobile traffic on the HFSC website, HFSC created new mobile templates to address a variety of screen sizes from smartphones to tablets. This ensures that the HFSC website can be easily navigated no matter the device accessing it. Some content was converted to make it compatible with mobile technology.

This improvement protects HFSC's strong position in online searches for home fire sprinkler information, especially among Google searches. Google rewards websites that have made the investment in mobile-optimization and penalizes those that have not.



Other Website Improvements

Throughout the course of the grant period, HFSC updated its website with grant-developed educational materials and programs as they were released (with quick links from the homepage). Those included:

- Harris Poll Consumer Survey
- "Selling a Home Protected by Fire Sprinklers" Video
- "Protecting Your Community with Home Fire Sprinklers" Video

Also, HFSC updated the list of members in its BUILT FOR LIFE Fire Department (BFLFD) program.

Among many other improvements, website maintenance also included updated keyword search terms and the addition of new photography and press releases to the media room.

Home Fire Sprinkler Coalition
Protect What You Value Most

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Homeowners Prefer Fire Sprinklers

DOWNLOAD THIS DOCUMENT IN WORD FORMAT

Contact: Peg Paul
813.393.9278
peg@hfscc.com

New Study Shows Homeowners Prefer a Home Protected With Fire Sprinklers

FRANKFORT, IL – In a new national Harris Poll survey conducted on behalf of the nonprofit Home Fire Sprinkler Coalition (HFSC), 74% of U.S. homeowners said they would be more likely to buy a home with fire sprinklers than one without. Seven in 10 said a sprinklered house has more value and nearly 8 in 10 (78%) said fire sprinklers provide the ultimate protection for residents.

Updating the national benchmark study previously commissioned by HFSC, this 2014 data demonstrates several areas of improved awareness of fire sprinkler life-safety benefits. It also underscores the importance of ongoing education and outreach to overcome common myths and misconceptions about home fire sprinklers.

"It's certainly encouraging to see that 59% of homeowners say fire safety is very important to them and that the majority would rather buy a sprinklered home," says HFSC President Lorraine Carli. "But we are also reminded of how much awareness work there still is to do. For example, just half the homeowners recognize the increased fire hazards associated with lightweight residential construction to residents and firefighters, and only about a third understand how open design increases the danger of a home fire."

Considering how much new home construction across the country incorporates both of these features, it is clear that consumers need to have access to factual information about home fire sprinklers before they build or buy. The survey findings show that when they do have this information, they'll be more inclined to ask for home fire sprinklers.

The common myth that all the fire sprinklers spray water at once when a fire breaks out remains a roadblock to homeowner interest. But when homeowners were told that sprinklers operate independently and that just one sprinkler is typically needed to control a fire, approximately three-quarters became more interested in a sprinklered home. Nearly 75% had their interest boosted when they learned smoke cannot set off a fire sprinkler. "When told the facts, the number of homeowners who felt sprinklers were essential or important grew by 27 percentage points," Carli notes.

HFSC has been working to increase knowledge about the dangers of home fires and the life-saving benefits of installing home fire sprinklers since 1996. The nonprofit coalition provides free information and educational materials, with tailored content to meet the needs of the public, the fire service, local officials and a variety of professionals that play a role in home ownership.

The new Harris Poll confirmed the long-held faith that consumers have in their local fire departments. While homeowners often receive information about home safety features from their builder, 93% of them said that firefighters are a more trustworthy source for fire safety. And nearly half say they have more confidence in homebuilders who offer sprinklers than those who do not.

The research, which was underwritten by a federal Fire Prevention & Safety grant, provides a wealth of insight into consumer knowledge and preferences, including differing viewpoints about fire sprinklers among age groups. The survey was conducted online in May 2014 among 1,026 U.S. homeowners. HFSC will publish additional findings throughout the summer on its website hfscc.org, through Facebook, and on Twitter at @HFSCCorg.

HFSC was formed in 1996 to inform the public about the life-saving value of fire sprinkler protection in one- and two-family homes. HFSC is a purely educational 501(c)(3) charitable organization and the leading resource for independent, noncommercial information about home fire sprinklers.

About the survey
This survey was conducted on behalf of the Home Fire Sprinkler Coalition among 1,026 U.S. homeowners from April 30 to May 7, 2014. This online survey is not based on a probability sample and therefore to estimate theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Peg Paul.

###

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Selling A Home Protected by Fire

Selling A Home Protected by Fire Sprinklers

This video provides real estate professionals with important information about the life-saving benefits of fire sprinklers, and useful tips for marketing a home protected by them.

Other Professionals Home
Quick & Easy Guide to Home Fire Sprinklers
Real Estate Agents Home
Insurance Discounts
How Sprinklers Work
Fire Sprinklers Add Value
Harris Interactive® Survey
Advantages of Fire Sprinklers
Fire Sprinklers are Green
Myths
Resources
Real Estate Professionals Testimonials
Selling a Home Protected by Fire Sprinklers Video
Insurance Agents Home
Local Officials Home
Water Purveyors Home
Building Officials Video
Fire Sprinklers Are Green
Home Fire Sprinkler News
Other Useful Information

the SOLUTION blog

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Building Officials Video

Protecting Your Community With Home Fire Sprinklers

New construction homes have many advantages. But they also present unique fire hazards that result from lightweight construction, popular open design and certain energy-efficiency features. Combine these with typical contents, such as electronics and synthetic furnishings, and you have the makings of fast and deadly flashover.

This video includes interviews with experts from the National Institute of Standards and Technology (NIST) and Underwriters Laboratories (UL). They've conducted fire tests and research showing why fires in new single-family homes are more dangerous and how fire sprinklers protect occupants and firefighters.

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