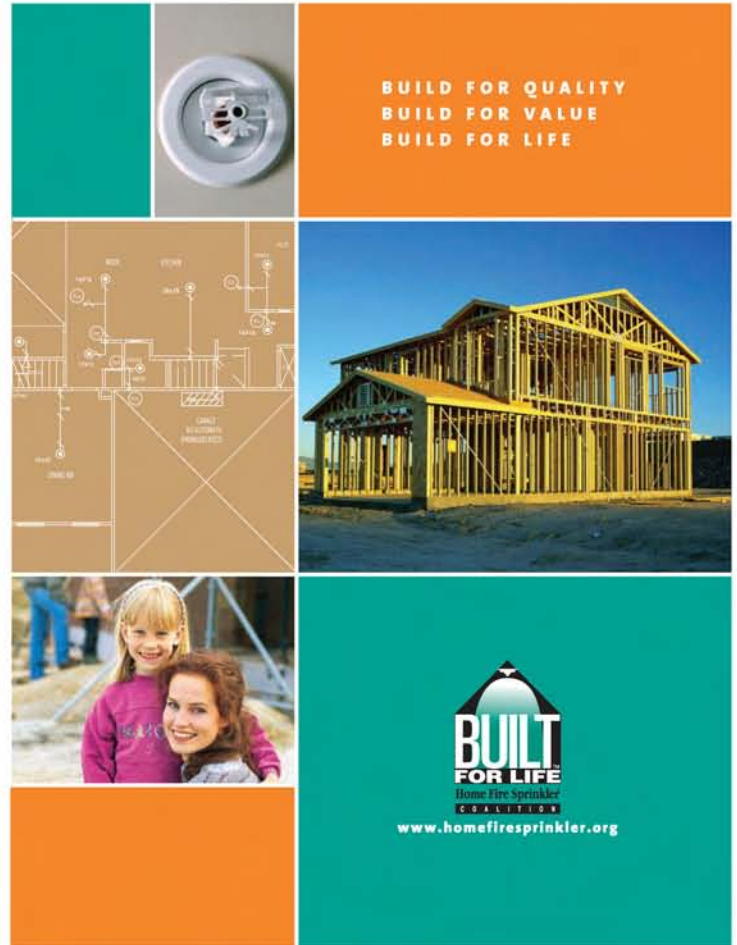


BUILT FOR LIFE EDUCATION PROGRAM



FIRE PREVENTION AND SAFETY GRANT SUMMARY REPORT

June 2004 - October 2005





Home Fire Sprinkler[®]

C O A L I T I O N

Protect What You Value Most™

MISSION STATEMENT

The Home Fire Sprinkler Coalition is highly committed to protecting the ultimate value of human life, striving for a nation in which not a single man, woman or child dies needlessly in a tragic fire.

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

HFSC Steering Committee

American Fire Sprinkler Association

Canadian Automatic Sprinkler Association

Home Safety Council

National Fire Protection Association

National Fire Sprinkler Association

State Farm Insurance

Underwriters Laboratories

U.S. Fire Administration

BUILT FOR LIFE EDUCATION PROGRAM

Fire Prevention and Safety Grant

Summary Report

June 2004 - October 2005



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) is a non-profit group working nationally to reduce home fire deaths and injuries by increasing the rate of fire sprinkler system installations in new home construction. HFSC achieves this goal primarily through public awareness and educational campaigns designed to deliver the facts about home fire risk and the protection afforded by home fire sprinklers.

The U.S. fire problem is chiefly a residential problem; more than 80 percent of fire deaths occur in the home, killing more than 3,000 people each year. While the annual fire death toll has been cut nearly in half since the 1970s when household smoke alarm use became widespread, the fire death rate remains unacceptably high, particularly in homes.

Fire sprinkler systems detect a fire in its very early stage and immediately put water on it. This automatic action controls or extinguishes the blaze, limiting the spread of toxic smoke and deadly heat while increasing the escape time for occupants. Fire sprinklers provide a level of protection that goes beyond anything else that is currently available. Household smoke alarms are certainly essential; they are needed for the way they detect a fire and signal an alert in sufficient time for occupants to escape. However, their effectiveness depends on numerous factors: correct and sufficient installation; ongoing power (through electricity and/or batteries); ability to hear the smoke alarm signal; and immediate and appropriate evacuation response. Smoke alarms cannot and do not stop a fire once it has started. The ideal fire protection is to have smoke alarms and a residential fire sprinkler system.

While there is widespread and longstanding agreement among fire safety advocates that residential fire sprinklers provide the ultimate in fire protection, the rate of sprinkler installations in homes has been slow in most parts of the country. According to the Residential Fire Safety Institute, more than half the states have sprinkler ordinances on record. And there are pockets of significant sprinkler requirements, such as in the Chicagoland area of IL, Scottsdale, AZ and Montgomery

County, MD. However, sprinklers are estimated to be in only 1-2 percent of new home construction.

A significant barrier to widespread use of sprinkler systems has been the lack of awareness within the broad home building industry (including builders/developers, designers/architects, and real estate professionals). These groups are frequently present and prominent in anti-sprinkler ordinance efforts that often play out as cities, towns and counties update their codes to include sprinkler requirements for new home construction. The restating of common myths and misperceptions about fire sprinkler systems are damaging to the actual credibility of the technology.

BUILT FOR LIFE

HFSC's efforts to educate the public about sprinklers help to counteract these myths and other negative perceptions. In the late 1990s, HFSC began to aggressively address the home building industry in an effort to ensure that facts about sprinklers were on the table. What began as a very small HFSC presence at the annual home builders' expo (the International Builders Show) grew through HFSC's strategic planning process into a full-blown campaign to reach this important audience.

In 2003, HFSC applied for and was awarded a \$836,500 Fire Prevention and Safety Grant made available under the FIRE Act. With a 30 percent financial match, HFSC proposed a targeted program designed to foster a strong, mutually beneficial relationship between the fire service and homebuilders and to raise homebuilders' awareness of the life-saving value of installing sprinklers in their new homes (and the increased marketability of sprinklered homes). The program was known as *Built for Life*.

Implemented June 2004 - October 2005, *Built for Life* comprised a national education program and a pilot sprinklered model home program - simultaneously managed by HFSC. Together, these strategies would at the very least increase

INTRODUCTION (CONT)

builder and consumer understanding of home fire sprinkler technology; educate builders about trade ups that may be available to increase cost-effectiveness; demonstrate the enhanced marketability of a sprinklered home to builders and new home buyers; dispel myths and disinformation about fire sprinkler systems; increase the availability of sprinklered homes; demonstrate to community leaders the ways sprinklered homes can lower insurance costs, increase property values, improve the use of resources, and enhance the safety of civilians and first responders; and generally improve relations between builders and local fire service.

BUILT FOR LIFE NATIONAL EDUCATION PROGRAM

As part of the national education program, a nationwide television and print media campaign was undertaken, reaching an estimated 75 million people with the facts about home fire sprinkler systems. HFSC developed and distributed 15,000 copies of a free kit containing materials developed specifically for the fire service, the home building industry, and consumers. To address the concerns HFSC had identified within the homebuilding industry, an original video was produced presenting step-by-step demonstration and discussion of a NFPA 13D standard home sprinkler system installation. A companion print brochure was produced to support the video education. Both pieces included builder, insurer and fire service testimonials, as well as advice on appropriate ways to create a working team that helps ensure a smooth installation process with the best possibility of gaining available local advantages through trade ups, etc. The kit also included information designed specifically for prospective homeowners, spelling out the value of buying a home with sprinklers installed. The availability of the kit was aggressively marketed through the leading fire service and home building trade

publications. HFSC evaluated the program's effectiveness by measuring and analyzing the media reach, Web site interaction, and increased requests for information.

BUILT FOR LIFE MODEL SPRINKLERED HOME PROGRAM

At the same time, HFSC managed a program to install fire sprinklers in nine model homes across the U.S. and to actively market the sprinklered home through local media. In addition to providing a showcase for residential fire sprinklers, the model program included education from the local fire service and sprinkler contractor for the homebuilding staff. Once the home was sprinklered, the builder agreed to present HFSC consumer education to prospective homebuyers through video and printed take-home materials. HFSC conducted pre- and post-program data collection.

HFSC kicked off the *Built for Life* program at the 2005 International Builders Show, in a new and larger booth designed to assertively reach the home builders on their turf.

BUILT FOR LIFE EDUCATION KIT



HFSC developed and distributed a new educational kit designed expressly to educate home builders about the value of sprinklers and to persuade them to offer sprinklers in the homes they build. Launched at the 2005 International Builders' Show and advertised nationally, the kit was made available on request at no charge. HFSC distributed more than 15,000 copies of the kit.

The kit includes a folder with an 8-page insert and consumer brochure plus a DVD with the new Built for Life builder education video and "Protect What You Value Most" consumer education video. Narrated by HFSC spokesperson Ron Hazelton, Home Improvement Editor for ABC's *Good Morning America*, the 16-minute builder education video focuses on the design and installation of a residential fire sprinkler system, various trade ups that can reduce building and developing costs when sprinklers are installed and information that dispels myths and helps market the life-saving systems to homeowners.

INTERNATIONAL BUSINESS SHOW



(left top) Builders picked up the new *Built for Life* kit at the HFSC booth at IBS.

(right top) HFSC spokesperson Ron Hazelton picked a *Built for Life* sweepstakes winner.

(left bottom) HFSC steering committee members worked the booth with spokesperson Ron Hazelton.

The new *Built for Life* kit was introduced at the 2005 International Builders' Show (IBS), the largest gathering of the home building industry. To reach the 100,000 attendees, HFSC teamed up with the sprinkler industry to create a large booth with various residential sprinkler products. To promote the new *Built for Life* kit and the HFSC booth, a mailer was sent to those members registered for IBS inviting them to enter the *Built for Life* sweepstakes. Winners received a personal DVD player to view the new video.



1 FIRE SPRINKLER CONTROLLED 90% OF HOME FIRES*

It's the biggest myth associated with home fire sprinklers. People think the entire system goes off or that smoke can activate the system. The fact is only the sprinkler closest to the fire is activated by heat, spraying water directly on the fire, not the rest of the house.

Today, more homebuyers want products and systems that will make their homes safer. These homebuyers will choose builders who offer life-safety options like residential fire sprinklers.

HFSC has developed the BUILT FOR LIFE® information kit for builders who want to learn more about the design and installation of residential fire sprinkler systems. To receive your free kit, visit www.homefiresprinkler.org or call, 1.888.635.7222 today.

Visit us at Booth #7319.



BlazeMaster FIRE SPRINKLER SYSTEMS **Kidde Fire Fighting** **Reliable** **tyco** Fire Products **Vetco** **VIKING**

*In fires that occurred in homes with fire sprinkler systems, Automatic Sprinklers: A 10 Year Study, Scottsdale 15 Year Update.

This full-page, 4/color ad appeared in the following national Builder Trade publications:

- **Builder** - January, February & March 2005 issues, circulation 139,435
- **Big Builder** - January & February 2005 issues, circulation 10,025
- **Professional Builder** - January, February & April 2005 issues, circulation 127,262

TOTAL CIRCULATION: 820,141 (gross)

This 2-page spread, 4/color ad appeared in the following national Builder Trade publications:

- **Professional Builder** - January & March 2005 issues, circulation 127,262
- **Professional Remodeler** - January & March 2005 issues, circulation 63,395

TOTAL CIRCULATION: 378,314 (gross)



1 FIRE SPRINKLER CONTROLLED 90% OF HOME FIRES*

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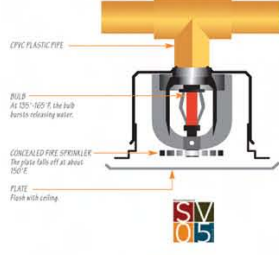
GET THE INSIDE STORY

HFSC has developed the BUILT FOR LIFE® information kit for builders who want to learn more about the design and installation of residential fire sprinkler systems. To receive your free kit, visit www.homefiresprinkler.org or call, 1.888.635.7222 today.

Visit us at Booth #7319 or at Show Village 05.



HOW HOME FIRE SPRINKLERS WORK



CPVC PLASTIC PIPE

RIBB - At 155°-165° F the ribb bursts releasing water.

CONCEALED FIRE SPRINKLER - The pipe sits off at about 1/2" to 1".

PLATE - Flush with ceiling.

SV 015

Sprinklers cover a minimum 12' x 12' foot area. Extended coverage sprinklers can cover a maximum area of 20' x 20' feet.

BlazeMaster FIRE SPRINKLER SYSTEMS **Kidde Fire Fighting** **Reliable** **tyco** Fire Products **Vetco** **VIKING**

SPECIAL ADVERTISING SECTION

THE NEW URBAN CHALLENGE

Home Fire Sprinkler Coalition Develops Free Builder Education Kit



Residential fire sprinkler system installations are increasing every day thanks to growing buyer demand, lower costs, and simpler installation. Offering sprinkler systems in the homes you build puts your company on the cutting edge and gives your homes a distinct security advantage that homebuyers want and need.

The Home Fire Sprinkler Coalition developed the *Built for Life* kit to provide builders with detailed information about the design and installation of a residential fire sprinkler system. The kit includes a 15-minute video and detailed brochure showing a home under construction with a fire sprinkler system, before the drywall is installed.

The *Built for Life* material highlights the components of the system starting in the basement at the riser where the system is attached to the water main. It includes details about the piping and various sprinklers, like concealed sprinklers that are mounted flush in the ceiling and how extended coverage sprinklers can cover a maximum 20 X 20 foot area.

The *Built for Life* material stresses the importance of working with officials during development to determine trade-up opportunity reduction, additional units and increased hydrant spacing include code alternatives such as a reduction in fire-rated port between living spaces and other spaces such as an attached garage.

Visit us at IBS booth #73191!



BlazeMaster FIRE SPRINKLER SYSTEMS
Kidde Fire
Reliable
tyco Fire Products
Victaulic
VIKING

To receive your free *Built for Life* kit, visit www.homefiresprinkler.org or call 1-888-635-7222.

Circle 976 or www.thru.to/builder

Trade Advertorial - Builder

This full-page, 4/color advertorial appeared in the January 2005 issue of **Professional Builder Magazine**, circulation **127,262**.

SPECIAL ADVERTISING SECTION

THE NEW URBAN CHALLENGE

Product Spotlight

PARTICIPATING SPONSOR

Home Fire Sprinkler Coalition
The Home Fire Sprinkler Coalition developed the *Built for Life* education kit to provide builders with detailed information about the design and installation of a residential fire sprinkler system. The kit includes a 15-minute video and a detailed brochure showing a home under construction with a fire sprinkler system, before the drywall is installed. The *Built for Life* material highlights the components of the system including the riser, piping and various sprinklers. The material also includes trade-up information. **Visit us at IBS booth #73191!**

To receive your free *Built for Life* kit, call 1-888-635-7222 or visit www.homefiresprinkler.org.

Circle 975 or www.thru.to/builder

PARTICIPATING SPONSOR

HomeTeam Pest Defense
Building a **CASE** for Pest Defense
HomeTeam offers patented pest and termite control systems that are **Convenient, Affordable, Sensible and Effective**.
Tubes in the Wall targets household pests using perforated tubing installed during construction. For termite defense, HomeTeam offers Tubes under the Slab before the foundation is poured, the Termite Baiting System for protection around the home, and liquid pretreatments for the soil or wood framing supports inside walls. **Visit us at IBS booth W8126!**

For more info, call 1-877-574-7500 or visit www.pestdefense.com.
Circle 959 or www.thru.to/builder

PARTICIPATING SPONSOR

In-Sink-Erator®
The In-Sink-Erator filtration system is the only filtration system designed specifically for instant hot water dispensers. It helps reduce unpleasant chlorine tastes and odors and improve the flavor of any drinks or foods prepared. It can be replaced quickly and cleanly—a simple twist is all it takes. The filtration system can be used with any instant hot water dispensers, refrigerator, icemaker or virtually any drinking water system.

For more info, call 1-800-558-5700 or visit www.insinkerator.com.

Circle 961 or www.thru.to/builder

PARTICIPATING SPONSOR

LATICRETE Residential Solutions
The average residential shower handles over 13 times more water than the average roof yet most residential shower and tub installations involving tile DO NOT include a positive waterproof membrane. The LATICRETE Residential Solutions system is a complete installation products package—from crack suppression and waterproofing membranes to specialized adhesives and innovative new grouts. All are enhanced with Microban® to provide protection against the growth of stain causing mold and mildew.

For more info, call 1-800-243-3788, x-235 or visit www.laticrete.com/res.
Circle 962 or www.thru.to/builder

THE NEW URBAN CHALLENGE
creating new homes to recreate great neighborhoods

Trade Product Spotlight - Builder

This full-page, 4/color Product Spotlight appeared in the January 2005 issue of **Professional Builder Magazine**, circulation **127,262**.

BUILD Stronger Partnerships WITH BUILT FOR LIFE™



THE HFSC STEERING COMMITTEE INCLUDES:
American Fire Sprinkler Association (AFSA)
Canadian Automatic Sprinkler Association (CASA)
Home Safety Council
National Fire Protection Association (NFPA)
National Fire Sprinkler Association (NFSA)
State Farm Insurance
U.S. Fire Administration (FEMA)



www.homefiresprinkler.org

The Home Fire Sprinkler Coalition is helping build support for residential fire sprinklers among builders through our BUILT FOR LIFE™ program. The BUILT FOR LIFE program educates builders about fire sprinklers and teams them with fire service experts.

The BUILT FOR LIFE free education kit explains:

- how a residential fire sprinkler system is designed and installed
- how trade-ups can reduce construction costs while providing higher-value homes to builders' customers
- how fire sprinklers are an economical way to increase the marketability of new homes and enhance a builder's reputation for quality construction

For a free copy of the BUILT FOR LIFE kit including a DVD narrated by Ron Hazelton, and free builder and consumer brochures, visit www.homefiresprinkler.org or call, 1.888.635.7222 today.

FIRE SERVICE

This full-page, 4/color ad appeared in the following national Fire Service Trade publications:

- **NFPA Journal** - Spring & Summer 2005 issues, circulation 82,200
- **Firehouse** - January & March 2005 issues, circulation 92,000
- **Fire Chief** - January, February, March & April 2005 issues, circulation 52,000
- **Chiefs On Scene** - May 1 & May 15 2005 issues, circulation 12,500

TOTAL CIRCULATION: 581,400 (gross)

CONTRACTOR/ENGINEERING

This full-page, 4/color ad appeared in the following national Contractor & Engineering Trade publications:

- **FPC/Fire Protection Contractor** - January, February & April 2005 issues, circulation 2,700
- **Fire Protection Engineering** - February & April 2005 issues, circulation 11,000
- **Sprinkler Age** - January & February 2005 issues, circulation 4,000
- **Sprinkler Quarterly** - Spring & Summer 2005 issues, circulation 3,600
- **CASA Notes** - Spring & Summer 2006 issues, circulation 400

TOTAL CIRCULATION: 38,000 (gross)

BUILD Stronger Partnerships WITH BUILT FOR LIFE™



THE HFSC STEERING COMMITTEE INCLUDES:
American Fire Sprinkler Association (AFSA)
Canadian Automatic Sprinkler Association (CASA)
Home Safety Council
National Fire Protection Association (NFPA)
National Fire Sprinkler Association (NFSA)
State Farm Insurance
U.S. Fire Administration (FEMA)



www.homefiresprinkler.org

Educating Builders About Fire Sprinklers

More than 90% of homebuilders surveyed by the Home Fire Sprinkler Coalition (HFSC) indicated a personal interest in a fire sprinkler education program. With the help of a Fire Safety Act Grant, HFSC is providing it.

HFSC has developed the BUILT FOR LIFE™ education program to give builders the information they need to better understand how residential fire sprinkler systems are designed and installed. It emphasizes the importance of partnering with a qualified sprinkler contractor, and shows how trade-ups can reduce construction costs while providing higher-value homes to their customers.

For a free copy of the BUILT FOR LIFE information kit, including a DVD narrated by Ron Hazelton and free builder and consumer brochures, visit www.homefiresprinkler.org or call, 1.888.635.7222 today.

CONSUMER ADVERTISING



HFSC spokesperson Ron Hazelton, Home Improvement Editor for ABC's Good Morning America, appears in a 30-second TV spot informing viewers about the life-saving benefits of home fire sprinklers. **The spot ran 18 times on HGTV reaching 5.2 million adults (25-54).**

What you don't see **could** save you.

Eight out of 10 fire deaths occur in homes. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

If you are building a new home, a fire sprinkler system is your best protection against fire. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the house.

Home fire sprinklers are small and inconspicuous. Concealed sprinklers are mounted flush with the ceiling. They are also affordable, costing about the same as a carpet upgrade.

Protect your family. Choose the option that will make your home built for life. To learn more about the life saving benefits of fire sprinklers, visit www.homefiresprinkler.org or call, 1.888.635.7222 today.



BUILT FOR LIFE
Home Fire Sprinkler

This full-page, 4/color ad appeared in the following national consumer publications:

- **Smart Homeowner** - March/April 2005 issue, circulation 55,000
- **Fine Homebuilding** - February/March 2005 issue, circulation 308,468
- **Better Homes & Gardens SIP "Home Planning Ideas"** - Spring 2005 issue, On-Sale 2/1, circulation 400,000
- **Better Homes & Gardens SIP "Beautiful Homes"** - Spring 2005 issue, On-Sale 4/26, circulation 350,000
- **House Beautiful SIP "American Dream Homes"** - Spring 2005 issue, On-Sale 1/25, circulation 233,000
- **House Beautiful SIP "Premier Homes"** - Spring 2005 issue, On-Sale 1/25, circulation 190,000
- **House Beautiful SIP "Country Living Dream Homes"** - Spring 2005 issue, On-Sale 2/15, circulation 200,000
- **House Beautiful SIP "Ultimate Home Plan Collection"** - Spring 2005 issue, On-Sale 2/1, circulation 175,000
- **House Beautiful SIP "Kitchen & Bath Ideas"** - Spring 2005 issue, On-Sale 2/30, circulation 375,000

TOTAL CIRCULATION: 2,286,468

ADVERTISEMENT


HOME *Safe* HOME

Home security is on all of our minds, as there is nothing more important than protecting our home and loved ones. Yet we often forget that a key aspect of home improvement is enhancing the safety of our homes.

With a little common sense, and some key provisions, you can protect your home and family. Remembering things like not leaving your garage door opened and storing flammable materials in a safe place

can make a big difference. These and other small changes, such as installing lights around the perimeter of your home and keeping your radiator clear of dry old newspapers, can help to shield your property from burglary and household fire.

The following tips, in addition to installing products like motion sensors, smoke alarms, deadbolt locks, and fire sprinklers, will all contribute to creating a safe home.



Advertorial appeared in
"House Beautiful" publication
 circulation: 700,000

PROTECT YOUR HOME FROM FIRE

The effects of a home fire can be devastating. Residential fires occur every day, often when families are home. During a fire, a room can become engulfed in smoke and flames in a matter of minutes.



About Home Fire Sprinkler Systems

Smoke alarms are essential in every household because they warn people when there is deadly smoke. Since most fire deaths occur in the home during the night, it's important that people test the batteries and have a family escape plan.

Home fire sprinkler systems are the next generation in home fire safety. Each sprinkler is individually activated by heat. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the house, protecting property and lives. In less time than it would take the fire department to arrive, sprinklers can contain or even extinguish a fire.

For more information, please go to www.HomeFireSprinkler.org



Make Sure You Take Every Safety Precaution to Protect Your Home From the Ravages of a Fire.

Don't overload extension cords and be sure to replace them as they get old or worn out

Clear the area around space heaters and radiators; make sure nothing comes within 36 inches of them

Check the batteries on your smoke alarm at least twice a year, and test them monthly

Invest in a home fire sprinkler system; they can save lives and minimize damage



HFSC Web site - www.homefiresprinkler.org

The HFSC Web site was updated with all *Built for Life* content including an online form to request the free material. Content from the builder education kit was included in the homebuilder, consumer and fire service sections of the Web site. Most requests for the free material were through the Web site request form. The Web site was listed on all ads and material. During the grant period, there were **328,035 unique visitors, an average of 639 visitors per day, who spent an average of 3 minutes 21 seconds visiting the site.**

The SOLUTION

The official newsletter of Home Fire Sprinkler Coalition
Protect What You Value Most

"Built for Life" is Garnering Strong Home Builder Interest in Sprinklers



Following a well received kickoff at the International Home Builders' Show (IBS) in Orlando in January, the Home Fire Sprinkler Coalition's (HFSC) "Built for Life" program has been a runaway success.

According to HFSC Chair Gary S. Keith, the program is exceeding the Coalition's goals by a wide margin. "We were very strategic in developing the 'Built for Life' program, making sure the materials addressed builders' stated needs, so we expected there to be a lot of interest," he explained. "But we were taken aback by the immediate and large number of requests for

"Built for Life" materials, and were pleased when we had to return to the printer to produce enough supplies to keep up with demand."

"Built for Life" grew out of the findings from a national HFSC survey of home builders, which showed that 90 percent felt there was a need for builder education about home fire sprinklers and the majority said they personally wanted to learn more. The program serves as a valuable answer to both the knowledge gap within the home building industry and in response to growing interest in home sprinkler installations.

"Built for Life" is a comprehensive residential fire sprinkler educational program designed specifically for home builders, designers and developers. HFSC earned federal grants for the program in 2003 and 2004 through the U.S. Department of Homeland Security Office of Domestic Preparedness. "Built for Life" is the first comprehensive, national fire sprinkler education effort directed at the tens of thousands of builders and developers who build homes in the U.S.

The "Built for Life" Kit

Among the activities within the first phase of the grant was creation of the centerpiece of the program: a new educational kit that contains everything a home builder needs to learn about the importance of offering fire sprinklers in the homes they build and to understand the basics of design and installation of systems. Through the use of videos on DVD and colorful print materials, the kit presents a useful set of educational tools for



People attending the International Builders' Show picked up the free "Built for Life" education kit at the HFSC booth.

builders and their staff as well as consumer information for prospective home buyers.

HFSC developed a 16-minute builder video that walks viewers through actual residential installations with a sharp focus on design, trade-ups to reduce builder costs, working with local officials, and other issues of unique interest to home builders.

A second video, "Protect What You Value Most," is a consumer education tool that is ideal for running in model homes, design centers and in other new-home marketing venues. Both videos are narrated by HFSC's spokesperson Ron Hazelton, the home improvement editor for ABC TV's Good Morning America program. Also included in the kit are brochures for builders and consumers, spelling out the facts about home fire sprinklers and dispelling the widespread unsupported myths that generate about them.

See "Built for Life" on page 8

Toll Free: 1-888-435-7222 www.homefiresprinkler.org

State Farm Insurance is First From Its Industry to Help Steer Home Fire Sprinkler Coalition Effort to Increase Safety in Homes

The nonprofit Home Fire Sprinkler Coalition (HFSC) has announced that State Farm is the first representative of the industry to join HFSC's Steering Committee.

"From the Coalition's earliest planning process identified the HFSC industry as an important partner for HFSC," explained Coalition Chair Gary Keith. "By working closely with State Farm, we are stepping forward in strong and visible support of increasing residential fire safety. State Farm has been a pioneering force that will help HFSC achieve our public safety mission."

More than 4,000 people die from fire in the U.S. on average each year. Eight out of 10 fire deaths occur in residential properties. Although residential fires are by far the highest fire risk, sprinkler installations in homes lag far behind other occupancies, such as hotels, hospitals and high-rise offices. HFSC's mission is to increase awareness of the availability and the life-saving value of fire sprinkler systems in new homes.

Key to increasing the availability of sprinklered homes are powerful financial incentives, such as discounts on homeowner's insurance with policies. State Farm offers its customers with sprinklered homes in the U.S. and Canada a discount off the premium that ranges from 5-10%.

"This is a valuable partnership to help save lives and protect property. It just fits with our 'Good Neighbor' beliefs," says Jeffrey K. Field, C.B.O., State Farm's Loss Mitigation Administrator. "It is appropriate for State Farm, the largest home insurer in the United States, to take a leadership role in homeowner safety and property protection." The Bloomington, IL based company insures one out of five homes in the U.S.

To learn more about home fire sprinkler systems, visit HFSC's Web site: www.homefiresprinkler.org.



- Ron Hazelton HFSC Spokesperson is genuine True Believer
- Sprinkler News You Can Use
- National Homeowner's Insurance Discount Review
- Fire Sprinklers Protect First Responders
- Home Sprinkler System Maintenance and Care FAQ's

possible premium (please call your agent for more information we provide more change.)
Check the HFSC Web site (www.homefiresprinkler.org) regularly for future updates and additions to this list of discounts.

INSURANCE COMPANY	OFFERED DISCOUNT IN	OFFERS DISCOUNT IN	DISCOUNT	NOTES
STATE FARM www.statefarm.com	All states and CAN	All	5%-10% off premium	5% for 130 sprinklers, 10% when sprinklers are also in offices and garages
CHUBB www.chubb.com	All states and CAN	All	10% "credit"	Must be in living spaces, additional credits if activation agent calls fire dept.
LIBERTY MUTUAL www.libertymutual.com	All states and CAN	All	Average is 8-16% off of total premium	Must be in living spaces, dependent upon extent of system
FIREMANS FUND www.firemansfund.com	All states, not CAN	All states	10% for sprinkler, 30% when combined with central alarm system. Discount off base rate of premium	Must be in all living spaces
WEL LIFE www.welllife.com	All states plus DC, not CAN	All except California	5%-10% applied to the entire policy	Applies 5-10% if not included in bathroom, attic, closets, & attached structures. The average is 10% when included in these areas
COUNTRY RESOURCES & FINANCIAL SERVICES www.countryresources.com	14 states	AK, AZ, CO, IL, KS, MO, MI, OK, OR, WA	10% partial, 15% all living areas	Must be owner-occupied and not under construction. Must also have fire alarm or smoke detectors, water/gas, and deadbolt lock.
THE HARTFORD www.hartford.com	"Most" states, not CAN	"Most" states	8% for 130, 12% for sprinklers in all areas. Discount is applied to total homeowner's premium.	8 130, fire detectors must be in all areas where sprinklers are installed.

Toll Free: 1-888-435-7222 www.homefiresprinkler.org

Person Ron Hazelton



ABOUT THE HFSC spokesperson, Ron Hazelton, who has worked several years in the home improvement industry, including the consumer education effort "Built for Life" and a "True Believer" video. Ron Hazelton is the home improvement editor for ABC TV's Good Morning America program. Also included in the kit are brochures for builders and consumers, spelling out the facts about home fire sprinklers and dispelling the widespread unsupported myths that generate about them.

1997, Ron has become an ardent supporter of fire safety in general and an advocate of residential fire sprinklers in particular. In honor of his commitment on and off "the clock," Ron recently received a special Appreciation Award from HFSC Steering Committee member National Fire Sprinkler Association (NFSA) during its annual seminar.

Ron began the transition from working as a master craftsman and cabinet maker to a career in television in the late 80s. "But I didn't give up my day job," he says. "I started doing TV in '89 but it was two or three years before I stopped working and started doing TV full time."

Before long, home safety became an important enhancement to Ron's home improvement advice. "I think it started with GMA," he explains. "When I became the home improvement editor I became part of the ABC news organization. So when there would be a story in the news, usually some kind of tragedy, they would ask me to do a follow up story with an eye toward prevention."

Ron says that his producers understood that following a tragedy, people's attention to those kinds of hazards and perils is peaked, and it presents a rare opportunity for education. "The only good thing that comes out of tragedy is that it raises public awareness and makes people more open to hearing information about prevention," he says. "So these

tragedies do serve, in some cases, to save lives. While I don't ever want to see tragedies happen, if it does open a window and create an opportunity I want to take advantage of that."

Besides informing and inspiring legions of do-it-yourselfers on TV over the years, Ron's role as HFSC's celebrity spokesperson has been an important part of his career. And it didn't take much to convince him that home fire sprinklers were a worthy cause. He says one of the things that convinced him the most was seeing sprinklers in action. "I saw them in gear and went inside the building and suited up in gear and saw them operate first-hand. After that I became really convinced."

Ron's first video shoot for HFSC was a GMA broadcast shot in Scottsdale, AZ in 1997. HFSC producers set up a fire burn in order to tape the effects with and without sprinklers. The fire's effects with and without HFSC, still result in powerful video footage that HFSC still uses today. "Every time I see what they do and what happens when there aren't sprinklers it's what happens when there are effective they are," Ron reaffirms for one more effective they are. "Ron reaffirms for one more effective they are."

The Scottsdale video shoot was the first time I talked to a family that had a sprinkler activation and I remember the daughter saying she felt the

first droplets of water before she realized there was a fire. That story really convinced me."

Ron's down-to-earth style is a good fit for HFSC and has helped the Coalition spread the word about the value of residential fire sprinkler systems to consumers, first responders and home builders. And by publishing home sprinkler stories to his GMA producers, Ron has made it possible for HFSC to reach millions more viewers over the years. In addition to Scottsdale, Ron has facilitated GMA coverage of sprinkler stories in Illinois and New York City and has even opened up his own sprinklered home to members of the news media in Connecticut.

When the Hazeltons bought the two-story, corner hall colonial Ron knew he wanted his young children to have the ultimate fire protection. "By the time we bought this house I had heard of several states where parents had been awakened to a fire in the middle of the night and had difficulty or were unable to reach their children. That's when I began to think, I have a smoke alarm but what I really want here is something that if there is a fire it will put it out."

See "Hazelton True Believer" on page 5

Toll Free: 1-888-435-7222 www.homefiresprinkler.org

A special issue of "The Solution" newsletter was produced featuring the *Built for Life* program, feature stories and offers for the free material. The newsletter was sent via e-mail to **50,000 members of the fire service and 80,000 members of the home building industry**. It was also posted on the HFSC Web site.

Built for Life

Home Builder Education Program: A Survey-Based Evaluation

Prepared by The Scott Group for the Home Fire Sprinkler Coalition and Peg Paul & Associates

July 14, 2005

EXECUTIVE SUMMARY

This report summarizes the findings of a survey designed to measure the effectiveness of the *Built for Life* (BFL) builder education program aimed at increasing the installation of fire sprinkler systems in single-family homes.

The survey was conducted by direct mail and e-mail. It was sent to a sampling of the recipients of the BFL Builder kit, a package which consists of a DVD video and separate brochures written to home builders and consumers. The three cohorts surveyed were representative of home builders, fire service professionals, and fire sprinkler contractors.

Differing only in details tailored to the interests of each cohort, the questionnaires (See Exhibit B) sought to determine recipient usage and evaluation of the three BFL components, the DVD and the two brochures. The two final questions elicited information on actions taken or planned by recipients of the BFL material.

Survey returns indicate that almost all respondents watched the DVD at least once, and many viewed it more than once. Similarly, the Builder Brochure was read or at least skimmed by large majorities, ranging from 83% to 100% in the three cohorts. Average evaluations of the DVD and Builder Brochure on six criteria ranged from 3.3 to 4.7 out of a possible 5, with most individual replies in the 4 or 5 category.

In terms of impact, large majorities in all three cohorts, ranging from 61% to 100%, said that the BFL material increased their interest in residential fire sprinkler installation. In terms of various future actions, majorities in all three groups indicated specific plans. Half of all builders, for example, reported being more likely to offer the fire sprinkler option in future homes than if they had not received the kit.

Survey returns included a total of sixty pertinent write in comments, all of which appear verbatim in Exhibit A below.

INTRODUCTION / THE PROGRAM

In 2004 the Home Fire Sprinkler Coalition (HFSC) received a grant from FEMA to develop and implement the *Built for Life* (BFL) builder program. The objective was to educate builders on, and interest them in, including fire sprinkler systems in the homes they build.

The primary tool for doing this was a kit containing:

- A 16-minute video illustrating the design and construction of residential sprinkler installations according to NFPA 13D;
- A pocket folder/Builder Brochure summarizing the video contents; and
- A Consumer Brochure which contains a condensed version of the information in the video and brochure.

The kit has been made available without charge to home-builders, fire service personnel and the sprinkler industry. It premiered at the 2005 International Builders Show and has subsequently been promoted through other trades shows, trade magazine advertisements, on the HFSC Web site, and through that organization's toll-free telephone number, as well as through various communications vehicles from a variety of allied organizations.

BFL DISTRIBUTION & SURVEY RESPONSE

Since its introduction on January 12, 2005, more than 2,500 members of the homebuilding industry have requested the kit via the Builders Show and media advertisements. Additional requests from fire service personnel and sprinkler contractors total more than 2,000 at this writing. Randomly selected cohorts from these two populations constituted the survey sample.

EVALUATION (CONT)

METHODOLOGY

The survey sample was divided into three demographic groups: home builders, fire service personnel, and sprinkler contractors. Separate questionnaires were developed for each of these. Questionnaires were distributed either by direct mail or e-mail, depending on the address information available. At that time the number of replies received were as follows:

Homebuilders	26
Fire Service Personnel	40
Sprinkler Contractors	11

In our opinion, the count of returns is ample and very representative of the three universes polled. Attesting to this conclusion is the absence of outlier responses and the tight clustering of numerical replies around the calculated averages. Survey replies also attracted a substantial number of write-in comments, all of which are reproduced verbatim in Exhibit A.

SURVEY FINDINGS

DVD EVALUATION

The first survey question asked respondents if they have viewed the DVD. Four answer options were provided with the following results:

Table 1-A – DVD Viewing

Option	Home Builders	Fire Service	Sprinkler Contrs.
Viewed once only	58%	28%	18%
Viewed 2 X or more	15%	60%	82%
Not yet, but plan to	23%	12%	0%
Don't plan to	4%	0%	0%

A follow-up question asked respondents to evaluate the DVD in terms of six criteria, rating it from 5 (highest rating) to 1 (lowest rating). Average replies are as follows:

Table 1-B – Average DVD Evaluation, Scale of 1 to 5

Criterion	Home Builders	Fire Service	Sprinkler Contrs.
Interest	3.9	4.6	4.7
Pertinence	3.5	4.7	4.5
Credibility	4.3	4.5	4.5
Completeness	4.1	4.5	4.4
Technical content	3.8	4.5	4.5
Helpful(ness)	3.7	4.4	4.4

BUILDER BROCHURE EVALUATION

The second item in the survey was a parallel question asking for readership and evaluation of the Builder Brochure. Reply options were: 1) Read or looked carefully at every page; 2) Skimmed every page and looked at the illustrations; 3) Flipped through quickly; and 4) Haven't looked at it. Responses are summarized below.

Table 2-A – Builder Brochure Viewing

Criterion	Home Builders	Fire Service	Sprinkler Contrs.
Read all	29%	60%	72%
Skimmed pages	63%	25%	28%
Flipped through	8%	13%	0%
Haven't looked	0%	2%	0%

Table 2-B – Average Builder Brochure Evaluation, Scale of 1 to 5

Criterion	Home Builders	Fire Service	Sprinkler Contrs.
Interest	3.9	4.6	4.6
Pertinence	3.3	4.6	4.5
Credibility	4.4	4.5	4.5
Completeness	3.9	4.4	4.4
Technical content	3.9	4.4	4.5
Helpful(ness)	3.8	4.4	4.3

CONSUMER BROCHURE EVALUATION

Question No. 3 on all questionnaires asked respondents to evaluate the Consumer Brochure. Answers are summarized on the table that follows:

Table 3 – Average Consume Brochure Evaluation, Scale of 1 to 5

Criterion	Home Builders	Fire Service	Sprinkler Contrs.
Over-all evaluation	3.7	4.3	4.5

ACTION(S) TAKEN

Question No. 4 asked respondents to indicate which of several listed actions they have already taken. This question also provided space for a write-in answer, replies to which are shown below in Exhibit A.

Percent of Home Builders Taking Action:

- Circulated the Builder Brochure and/or DVD to others in your company: **36%**
- Distributed copies of the Consumer Brochure to home buyers and/or prospects: **12%**
- Contacted your local fire department regarding residential sprinkler code in your area: **24%**
- Discussed residential sprinkler systems with one or more sprinkler contractors: **44%**

Percent of Fire Service Personnel Taking Action:

- Circulated the Builder Brochure and/or DVD to others in your organization: **48%**
- Distributed copies of the Consumer Brochure and/or to builders in your area: **15%**
- Distributed copies of the Consumer Brochure to home buyers or other civilians: **15%**
- Contacted your local fire department regarding residential sprinkler code in your area: **30%**
- Discussed residential sprinkler systems with one or more sprinkler contractors: **50%**

Percent of Sprinkler Contractors Taking Action:

- Circulated the Builder Brochure and/or DVD to others in your company: **91%**
- Distributed copies of the Consumer Brochure and/or to home buyers and/or prospects: **64%**
- Contacted your local fire department regarding residential sprinkler code in your area: **36%**
- Discussed residential sprinkler systems with one or more builders: **73%**

POSSIBLE FUTURE ACTION(S)

The final survey question first asked: “Has the *Built for Life* Builder Kit increased your interest in fire sprinklers?” and produced the following results:

Table 4-A Has BFL Kit Increased Interest in Residential Sprinklers?

Response	Home Builders	Fire Service	Sprinkler Contrs.
Yes	72%	92%	100%
Not sure	20%	5%	0%
No	8%	3%	0%

The second part of the final question asked: **“As a result of receiving this kit are you:**

Builders: “more likely to offer fire sprinkler systems as optional equipment in any of the homes you build over the next year?”

Fire Service Personnel: “more likely to be active in promoting sprinkler systems in the homes in your area?”

Sprinkler Contractors: “more likely to become active—or more active—in the residential market for fire sprinklers?”

Table 4-B Future Actions Planned

Response	Home Builders	Fire Service	Sprinkler Contrs.
Yes	50%	92%	82%
Not sure	38%	5%	18%
No	12%	3%	0%

The builder questionnaire included a third query under Question 5: **“As a result of receiving this kit, are you more likely to offer fire sprinklers as standard equipment in any of the homes you build over the next year?”**

Replies are shown in the following table:

Table 4-C – Fire Sprinklers as Standard Equipment in Builder Houses

	Yes	Not Sure	No
Will offer this?	15%	46%	39%

The final question also asked for write-in comments on any aspect of residential fire sprinkling. These replies appear as Exhibit A.

OBSERVATIONS AND CONCLUSIONS

In our opinion, the survey returns point strongly to the *Built for Life* builder program being eminently successful as measured by any pertinent criterion, including the following:

Readership. In all three of the cohorts surveyed, almost all recipients had both watched the DVD and read the literature. Not surprisingly, those most closely aligned with fire fighting and protection—fire professionals and sprinkler contractors—showed the most intense interest, a majority of each viewing the DVD more than once. But the attention paid by builders to the kit materials is also far above expectations, with only a small handful not looking at them.

Evaluations. The survey returns show excellent evaluations to all components of the kit. Again, there is a progression in the ratings from the least to the most. But here too, the builder evaluations are well above average. Moreover, the count of builder “votes” above the median value of 3 outnumbers those below the median by a ratio of 8 to 1.

Actions Taken. Across the entire universe polled, the kit has been very effective in stimulating respondents to action. The percentage of each cohort taking at least one of the actions listed in Question No. 4 is as follows:

Home Builders	77%
Fire Service Professionals	93%
Sprinkler Contractors	100%

Future Actions Likely. Perhaps the most compelling evidence of BFL’s effectiveness is found in the reply data in Tables 4-A and 4-B. Particularly noteworthy is that a majority of builders are more interested in residential sprinkler installation as a result of the BFL kit and that fully one half are more likely to offer optional sprinkler systems in at least some of the homes they build in the next year. Moreover, some 15% indicate a greater likelihood of their offering sprinklers in new homes as standard equipment.

EXHIBIT A – WRITE-IN COMMENTS

DVD EVALUATION

Home Builders

“[Provide] more code and IFC information.”

“Very good for what it is designed for.”

“Include more schematic details of components needed.”

“I would like to know more about installing a sprinkler system.”

“It provides no contact information for local install[ers] or materials.”

Fire Service Professionals

“I am trying to get this to as many builders as possible.”

“A consumer-only and a builder-only version would be helpful.”

“[Provide] an average estimated cost.”

“Haven’t watched it yet because I gave it to the Building Department. Hope to get it back soon.”

Sprinkler Contractors

“I believe a more detailed video showing the effects of a non-sprinklered and a sprinklered home during a fire would be very effective.”

“It was well done.”

BUILDER BROCHURE EVALUATION HOME BUILDERS

“People realize some need for sprinklers but do not want to pay for them—at least [not] my clients.”

Fire Service Professionals

None

Sprinkler Contractors

“Should also explain the role of the fire department, AHJ and local codes with NFPA 13R and NFPA 72.”

ACTIONS TAKEN**Home Builders**

"Discussed with clients."

"Proposed the use in a house we designed for a handicapped person."

"Looking for contractors for 2- and 4-unit bids."

"Use [the kit] for a college class."

"Contacted insurance company. Cost/savings benefit is way too low!"

"Talked with insurance companies about home owners' insurance rate reductions."

Fire Service Professionals

"Approached local city council."

"Working toward a county-wide sprinkler initiative."

"Developing a campaign to present to local builders as part of a statewide campaign."

"We are working on a plan to get this info out to home builders in our area."

"Reviewed with officers."

"I am a fire marshal and trying to work with a local fire department to get a model home done for tours next year."

"Built my own home using sprinklers."

"Passed a fire sprinkler ordinance."

"[Provided] copies at our Building & Zoning Dept. for contractors [and] citizens."

"Meeting with other city departments as we begin work toward a residential sprinkler ordinance."

"Went over the uses of residential sprinklers with our fire company members."

"Contractor meeting [is] scheduled ASAP."

"Now discussing with Board of Supervisors lower impact fees if sprinklers [are] put in buildings where not required by code."

Sprinkler Contractors

"Gave your e-mail [offer] to others so they could get their own copy [of the kit]."

"Joined the local builders association."

OTHER RESPONDENT COMMENTS**Home Builders**

"[Because of the] cost a builder won't install unless the code requires. Public not ready to pay extra. I would in my home though. Thanks for the DVD."

"Need figures on cost premium to install."

"Need list of contractors. Help!"

"Very good. Thanks."

"Most likely to install in future houses built [by us]."

"At a reduction of only 2% per year on insurance, why install? Elected not to."

"I would like to see more information on how to become a residential sprinkler contractor as most of the sprinkler contractors in my area do not service houses."

"The time is not yet ripe for residential sprinklers. I offered it to a customer for the Parade of Homes. 'No, too costly'."

"All my homes have had [fire sprinklers] for the last five years."

"I am having a difficult time finding installers in my area. Can you provide a list. Zip Code [is] 22932?"

Fire Service Professionals

"Keep providing kits on a national basis. The more your information is out in front of home builders and general public, the quicker program acceptance will be."

"As fire prevention officer for the city, it has helped with the inspection and answers [questions] that consumers and builders have."

"I will forever be an activist for sprinklers in the home or any building the public is in."

EVALUATION (CON'T)

"Already interested in and promoting residential sprinkler systems. The kit was a great way to distribute information. Already working on residential sprinkler ordinance in my area."

"The DVD lists two separate videos but do[es] not have. All seem to be missing the homeowner video. I'd like to have copies for distribution."

"Possible footage of real life houses that have had a save; or a time-framed demo showing the quick-burning fire and then extinguishing fire."

"Proactively working with the city on this concept since 1985."

"10-, 15- and 30-second radio and TV public service announcement spots would be nice."

"Work with builders building new homes & try to change laws for fire sprinklers."

"Will be using these materials in conjunction with residential sprinkler demo for multiple public events."

"Kit does a good job."

Sprinkler Contractors

"Must help explain the water supply requirements (street connection, wells and the tanks)."

"Over all the Built for Life program is very good and useful."

"I sell sprinkler systems for Simplex Grinnell for a living and have found all of your information and web site very useful. Keep up the good work."

"Thanks for helping get the info out."

"Most residential systems we install for either contractors or home owners are code-driven. Very few people want the systems; they're concerned about cost and water damage. I'm hoping the DVD and brochure will help to educate people on how important these life systems are."

"If you review the NFPA Fire Journals, you will note 80% of annual fire deaths are in single family units."



Home Fire Sprinkler[®]

C O A L I T I O N

Protect What You Value Most™

M O D E L H O M E P I L O T P R O G R A M

The *Built for Life* Model Home program was based on a comprehensive team approach involving builders, members of the fire service and sprinkler contractors. Nine markets were selected based on housing starts, availability of the fire service and fire sprinkler partners. The markets included:

Atlanta

Orlando

Phoenix-Mesa

Knoxville

Cleveland

Milwaukee

Chicago

Portland-Vancouver

Hartford, CT

After the fire sprinkler system was installed in the model home and before the walls were put up, HFSC conducted a training program. Working with the local fire service and sprinkler contractor, HFSC sent invitations to the builder's staff, realtors and members of the fire service from surrounding communities inviting them to learn about fire sprinkler design, features and benefits. The *Built for Life* video and educational materials were presented and distributed. Those who attended completed a pre-event survey to determine the level of knowledge prior to the training. Following the program, surveys were completed along with a formal evaluation to determine the effectiveness of the training.

Print and TV ads were placed in local newspapers and TV stations promoting the *Built for Life* message. In most cases, the participating builder was identified in the ads. Media events were also scheduled, including tours of the model home during and following the training program.



SAMPLE INVITATIONS

Post card and e-flyer invitations were developed for each Pilot Program.



E-Flyer

Postcard



Peg Paul, HFSC Communications

The National Home Fire Sprinkler System Pilot Program Comes to Goodyear

The Home Fire Sprinkler Coalition (HFSC) will be hosting the *Built for Life* pilot program at a new subdivision in Goodyear, part of a national homebuilder education effort. The program is funded through a Fire Prevention Grant from the U.S. Department of Homeland Security. It is being conducted in ten markets throughout the country.

As part of the program, a residential fire sprinkler system will be installed in a model home currently under construction in Goodyear by Zacher Homes. After the fire sprinkler system is installed, the home will be used to demonstrate the benefits of these systems to Zacher Home's sales staff and members of the fire service. Education material will be available once the model home is open to help people who walk through the home understand the life-saving benefits of optional residential fire sprinkler systems.

According to the National Fire Protection Association (NFPA), 80% of fire deaths occur in the home. Most fire deaths occur at night while people are sleeping. Smoke alarms warn people when there is deadly smoke, fire sprinklers control and often extinguish the fire while the fire department is responding to the alarm. Each sprinkler is individually activated. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the house.

"We offer fire sprinklers as an option to our homebuyers," said Bonnie Morgan, Director of Sales and Marketing for Zacher Homes. "We encourage homebuyers to be educated on options available to them in today's market."

A recent consumer fire safety survey conducted by the National Fire Protection Association (NFPA) suggests that there may be growing consumer demand for the life-saving systems. In a survey of more than 1,000 adults, 47% said they would definitely consider installing a home fire sprinkler system if they were building a new home.

Home fire sprinklers are small and inconspicuous. Concealed sprinklers will be installed in the Zacher home. They are mounted flush with the ceiling. According to HFSC, nationally on average, sprinklers add about 1.5% to the total building cost.

For more information about home fire sprinkler system, visit the HFSC Web site at www.HomeFireSprinkler.org.

Press releases were developed for each Pilot Program and sent to local media.



Set: Peg Paul,
Fire Sprinkler Coalition
592-9278

ZACHER HOMES PARTICIPATING IN NATIONAL HOME FIRE SPRINKLER BUILDER EDUCATION PROGRAM FUNDED THROUGH FEMA GRANT

Photo/Video Opportunity

Monday, July 11, 2005
10:00 A.M.

Who: Home Fire Sprinkler Coalition (HFSC) and Zacher Homes.

What: Zacher Homes was chosen by the non-profit Home Fire Sprinkler Coalition (HFSC) to participate in the *Built For Life* pilot program, part of the national homebuilder education effort. The pilot program includes an education session in Zacher's model home, after the sprinkler system is installed, before the drywall is put up, to provide a firsthand look at the sprinkler system. An HFSC representative will make a presentation to Zacher staff, members of the homebuilding industry and fire service. A representative from Dew's Fire Protection, the fire sprinkler contractor who installed the system, will answer questions about the system installed in the model home. The program is funded through a Fire Prevention Grant from the U.S. Department of Homeland Security. It is being conducted in ten markets throughout the country.

Why: Most fire deaths occur in homes while people are sleeping. Residential fire sprinklers are the next generation in home fire safety. Each fire sprinkler is individually activated by heat. Fire sprinklers control a fire in its early stages and often extinguish the fire before the fire department arrives.

Automatic fire sprinklers have been saving lives and protecting property for more than 100 years. Fire sprinklers are widely recognized as the single most effective method for stopping the spread of fires in their early stages, before they can cause severe injury, death and major damage to property. Fire sprinklers also protect firefighters from injury and death.

Where: Palm Valley, 14218 West Harvard Street, Goodyear, Arizona

Directions: Directions: I-10 to Litchfield Rd. north. Go 2 miles to Palm Valley Rd. Turn left to entrance of Palm Valley, Zacher Homes model is on the right.



Home Fire Sprinkler®

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

MODEL HOME PILOT PROGRAM

Conducted a program in a KB Homes model home. The manager of KB Homes design center located in Atlanta wanted to add a sprinkler display with various sprinkler options to the design center.

ATLANTA Market

Georgia

BUILDER

KB Homes model home was located in the Briarfield Community in Marietta, GA

FIRE DEPARTMENT

Marietta Fire Department

SPRINKLER CONTRACTOR

Affordable Fire Protection

NUMBER OF ATTENDEES

15

PUBLIC RELATIONS

- Atlanta Home Builders Newsletter
- Marietta Daily Journal Circ: 17,816

ADVERTISING

- WAGA Fox 5 - 3 two-minute interviews on "Atlanta's Best New Homes," Sunday, 9 am, reaching 138,000 viewers.





PRE - EVENT SURVEY


MARIETTA, GA

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	1	5
2/ Are you familiar with the trade ups fire sprinkler systems offer?	0	6
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	3	
Marketing Advantage	4	
To Benefit from a Trade-Up	1	
Other	1	
4/ A fire sprinkler system runs off the main water line.	4	2
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	0	6
6/ When there is a fire, only the sprinkler closest to the fire operates.	3	3
7/ A single sprinkler can protect a room 20 X 20 feet.	6	0
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	4	2
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	4	2
10/ Concealed sprinklers are mounted flush in ceilings.	5	1



Atlanta Home Builders: KYI 4-18-05 Page 1 of 1

 Newsletters

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Newsletter

See Fire Sprinkler Systems Firsthand and Receive Educational Kit

April 20, 2 p.m.-3 p.m., KB Home's Briarfield Community


The Home Fire Sprinkler Coalition (HFSC), a non-profit educational group received a FEMA Fire Act Grant to develop a builder education program titled "Built for Life," which was introduced at the International Builders' Show in January.

To help educate members of the homebuilding industry at the grass-roots level, the grant also includes the "Built for Life" model home program, an opportunity for members of the homebuilding industry to see a fire sprinkler system firsthand. This program is being implemented in Atlanta and nine other markets throughout the country.


Since the city of Marietta has an NFPA 13D Ordinance requiring the installation of residential fire sprinklers in new homes, this is a great opportunity for Atlanta area builders to see the system firsthand and receive the free Built for Life educational kit. Lunch will be served, and everyone who attends can enter to win a personal DVD player.

KB Home's Briarfield Community in Marietta
 April 20, 2 p.m. - 3 p.m.

Directions to Briarfield Community
 Take I-75 north to exit 113 (SR 120 Loop/N. Marietta Pkwy.) Turn left off the ramp, going west toward Hwy 41. Turn right on Hwy 41 (Cobb Pkwy) and go north about two miles to White Circle (an RV dealership will be on the corner). The Briarfield neighborhood is just ahead on the right. ...

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Atlanta Home Builders Newsletter

Business

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WEDNESDAY • APRIL 20, 2005

Marietta Daily Journal

FROM THE BRIEFCASE

HFSC to host educational event

MARIETTA — The Home Fire Sprinkler Coalition, a nonprofit educational group, recently received a FEMA Fire Act Grant to develop a builder education program titled "Built for Life." The program was introduced at the International Builders' Show in January. The grant also includes the "Built for Life" model home program, an opportunity for members of the home building industry to see a fire sprinkler system first-hand.

The program is being implemented in 10 markets throughout the country. In the Atlanta market, the program is being shown at a model home from 2 to 3 p.m. today by KB Homes in the Briarfield Community, off of Highway 41 near White Circle in Marietta.

The program will help educate members of the home building industry at the grass-roots level. Since Marietta has an NFPA 13D Ordinance requiring the installation of residential fire sprinklers in new homes, this is a great opportunity for Atlanta area builders to see the system firsthand and receive the free Built for Life educational kit.

For more information local builders can visit www.homefiresprinkler.org.

Marietta Daily Journal



MODEL HOME PILOT PROGRAM

Conducted a program with Engle Homes on June 20th. Engle sent 8 staff members. Wayne Automatic assisted with acquiring a burn trailer which demonstrated a sprinkler activation. Numerous area fire officials attended.

ORLANDO Market

Florida

BUILDER

Engle Homes Kay's Landing subdivision in Sanford, Florida

FIRE DEPARTMENT

Sanford Fire Department

SPRINKLER CONTRACTOR

Wayne Automatic Fire Protection

OTHER LOCAL ORGANIZATIONS INVOLVED

City of Altamonte Springs, Port Orange Fire And Rescue, Winter Park Fire Rescue, Deltona Fire, Lake Mary Fire Dept., Spectrum Fire and Security, City of Ocoee Fire Dept., Fretwell Homes, City of Ormond Beach, Southern Fire Protection, Seminole County Utilities, Volusia County Fire Services

NUMBER OF ATTENDEES

32

PUBLIC RELATIONS

- Interviews with ABC and FOX affiliates at model home.
- Orlando Business Journal, circulation 13,002

ADVERTISING

- WWKA-FM: 32 60-second spots, 50 20-second spots. On-site event at model home. Reached 2.5 million listeners.



PRE - EVENT SURVEY

SANFORD, FL

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	5	22
2/ Are you familiar with the trade ups fire sprinkler systems offer?	7	20
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	19	
Marketing Advantage	17	
To Benefit from a Trade-Up	12	
Other - Life Safety	4	
4/ A fire sprinkler system runs off the main water line.	18	9
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	4	23
6/ When there is a fire, only the sprinkler closest to the fire operates.	20	7
7/ A single sprinkler can protect a room 20 X 20 feet.	14	13
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	14	13
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	6	21
10/ Concealed sprinklers are mounted flush in ceilings.	21	15



ORLANDO Business Journal

[Home](#) • [Orlando](#) • [Contents](#) • [Latest News](#)

From the July 8, 2005 print edition

Safety first

For the truly safety-conscious, Engle Homes-Orlando and Wayne Automatic Fire Sprinklers Inc. recently teamed up to participate in a U.S. Department of Homeland Security-Federal Emergency Management Agency pilot program.

The "Built for Life" model home pilot program supplied nearly \$600,000 in grant money to the Home Fire Sprinkler Coalition. That money will be used to provide free residential fire sprinkler training materials to home builders, their sales staff and real estate professionals in top housing markets across the nation.

In fact, Engle and Wayne Automatic installed a fire sprinkler system in one of Engle's homes in Kay's Landing in Sanford recently. The two companies have provided home fire sprinkler systems locally for the past several years, and apparently they're onto something. Consider: In a new survey, nearly half the respondents said they'd consider installing a fire sprinkler system in a new home.

Orlando Business Journal



Home Fire Sprinkler®

C O A L I T I O N

Protect What You Value Most™

MODEL HOME PILOT PROGRAM

Conducted program with Zacher Construction on July 11th in Goodyear, Arizona. Goodyear Fire Department acquired burn trailer from Peoria, AZ to demonstrate a sprinkler activation. Jim Ford from Scottsdale attended. Goodyear city council was represented as they were in the ordinance process.

PHOENIX-MESA

Market

Arizona

BUILDER

Zacher Homes

FIRE DEPARTMENT

Goodyear Fire Department

SPRINKLER CONTRACTOR

Dew's Fire Protection

OTHER LOCAL ORGANIZATIONS INVOLVED

City of Goodyear, City of Peoria, AZ, DPR Realty, Scottsdale Fire Department

NUMBER OF ATTENDEES

18

PUBLIC RELATIONS

- Interview with FOX TV Morning Show
- Business Journal Phoenix, August 12, 2005, Circulation 14,251.
- The Arizona Republic, April 11, 2005. Circulation: 452,016

ADVERTISING

- THE ARIZONA REPUBLIC Full page ad. Circulation: 452,016




PRE - EVENT SURVEY

GOODYEAR, AZ

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	4	5
2/ Are you familiar with the trade ups fire sprinkler systems offer?	5	4
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	4	
Marketing Advantage	3	
To Benefit from a Trade-Up	4	
Other - Life Safety	5	
4/ A fire sprinkler system runs off the main water line.	6	3
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	1	8
6/ When there is a fire, only the sprinkler closest to the fire operates.	8	1
7/ A single sprinkler can protect a room 20 X 20 feet.	7	2
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	7	2
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	2	7
10/ Concealed sprinklers are mounted flush in ceilings.	8	0





ZACHER

*Building Neighborhoods...
One Home At A Time!*

The PRESERVE at PALM VALLEY & LITCHFIELD RESERVE

"The West Valley's Best New Fairway View Homes!"

The finest new golf course community in the West Valley?
You'll really have a hard time choosing! Both are near I-10 & Litchfield Road, close to area shopping, great restaurants and offer easy freeway access to downtown business districts.


Litchfield Reserve - a private, gated community of 2, 3, 4 & 5 bedroom semi-custom homes adjoining the Red Course of the Wigwag Resort. From the Mid \$400's.

The Preserve at Palm Valley - a gated enclave of 84 semi-custom 2, 3 & 4 bedroom homes overlooking the lush green fairways of the Palm Valley golf course. From the Mid \$300's.

Zacher Homes designs unique floorplans with a large variety of options including fire sprinkler systems.


Come visit our Sales Center
at 14203 West Harvard Street
Goodyear, Arizona 85338.
623.536.1806
www.ZacherHomes.com

Bonnie J. Morgan - Designated Broker



"Designed for those who cherish intimate communities, rolling fairways & exceptional value!"

Richard C. Zacher II
President



THE PRESERVE AT LINCOLN
Acre - Paradise Valley View Homesites
From \$1,200,000
55 Corner of 32nd St. & Lincoln
602.717.0272

SHADOW MOUNTAIN
3200 TO 3500 Sq. Ft. 5 Bedroom Homes
From the high \$400's • N. Central Locations
Emile Zola just West of 32nd St. (N. of Coctus)
602.943.6804

COMING SOON!
• Arcadia Custom Homes
• Southern Dunes Golf Course Homes
• Estrella Mountain Ranch Lakefront Homes
602.861.1100

Ad ran in "The Arizona Republic" along with a link on the newspaper Web site.



Home Fire Sprinkler[®]

C O A L I T I O N

Protect What You Value Most™

MODEL HOME PILOT PROGRAM

Conducted program with Schubert builders, second largest builder in Knoxville. Builder wants to include sprinklers in 5 model homes and 180 home development, no ordinance or trade ups.

BUILDER

Schubert Builders

FIRE DEPARTMENT

Rural Metro Fire Department

SPRINKLER CONTRACTOR

Morristown Fire Sprinkler

NUMBER OF ATTENDEES

19

PUBLIC RELATIONS

WTNZ-FOX TV coverage on evening news

ADVERTISING

- Three in-studio interviews during talk shows with representatives from Schubert builders, Rural-Metro Fire Department and HFSC.
- 62 60-second spots over three weeks reaching 51,800 listeners.
- FOX TV produced a 30-second TV spot at model home. Spot ran 17 times reaching 594,000 viewers (gross).

KNOXVILLE

Market

Tennessee



PRE - EVENT SURVEY

KNOXVILLE, TN

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	2	11
2/ Are you familiar with the trade ups fire sprinkler systems offer?	3	10
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	12	
Marketing Advantage	11	
To Benefit from a Trade-Up	3	
Other - Insurance Savings / Protection	2	
4/ A fire sprinkler system runs off the main water line.	9	4
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	2	11
6/ When there is a fire, only the sprinkler closest to the fire operates.	9	4
7/ A single sprinkler can protect a room 20 X 20 feet.	10	3
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	7	6
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	7	6
10/ Concealed sprinklers are mounted flush in ceilings.	12	1





Home Fire Sprinkler®

C O A L I T I O N

Protect What You Value Most™

MODEL HOME PILOT PROGRAM

Conducted program with Homes by John Hersberger in North Canton, Ohio. More than 25 people attended the training program. Home was featured in Parade of Homes. Builder set up exhibit material promoting home sprinklers during event.

BUILDER

Homes by John Herschberger

FIRE DEPARTMENT

North Canton Fire Department

SPRINKLER CONTRACTOR

S.A. Communale

NUMBER OF ATTENDEES

25

PUBLIC RELATIONS

- Southside News Leader, May 20-26, 2005
- The Plain Dealer, May 21, 2005, Circulation 354,309

ADVERTISING

- Display ads ran 8 times in the Akron Beacon Journal reaching 1.1 million readers (gross).
- WHBC-FM radio 60-second spot ran 65 times reaching 73,125 listeners.

CLEVELAND

Market

Ohio



PRE - EVENT SURVEY

CLEVELAND, OH

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	2	18
2/ Are you familiar with the trade ups fire sprinkler systems offer?	5	15
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	14	
Marketing Advantage	5	
To Benefit from a Trade-Up	4	
Other 2 - Insurance Savings 2 / Mandatory Inclusion 1 / Added Value 2		
4/ A fire sprinkler system runs off the main water line.	12	8
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	4	16
6/ When there is a fire, only the sprinkler closest to the fire operates.	14	6
7/ A single sprinkler can protect a room 20 X 20 feet.	19	1
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	10	10
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	7	13
10/ Concealed sprinklers are mounted flush in ceilings.	20	0



May 20 - 26, 2005

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SOUTH SIDE NEWS Leader

Volume 10, Issue 5

www.akron.com

Serving Coventry, Green, Lakemore, New Franklin & Springfield

Homes by John Hershberger participating in home sprinkler pilot program

HARTVILLE — Homes by John Hershberger, located in Hartville, has been chosen by the Home Fire Sprinkler Coalition (HFSC) to participate in the Built for Life pilot program, part of a national homebuilder education effort. Funded through a fire prevention grant from the U.S. Department of Homeland Security, the program is being conducted in 10 markets throughout the country.

By participating in the program, Homes by John Hershberger will have a residential fire sprinkler system installed in one of its homes under construction in North Canton. The home will be showcased during the Parade of Homes in August.

After the fire sprinkler system is installed, the home will be used to educate Hershberger's sales staff, other builders in the area and Realtors about the design and installation of the system. Educational material will be available once the home is open during the Parade of Homes to help people who tour the home understand the benefits of residential fire sprinkler systems.

According to the National Fire Protection Association

(NFPA), 80 percent of fire deaths occur in the home. Most fire deaths occur at night while people are sleeping. Smoke alarms warn people when there is deadly smoke, but fire sprinklers control and often extinguish the fire while the fire department is responding to the alarm. Each sprinkler is individually activated. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the remainder of the house.

"We are excited about this program," said John Hershberger, president of Homes by John Hershberger. "Homebuyers today are safety conscious. I think this is an important option to offer our customers because it can save their lives and protect their property."

A recent consumer fire safety survey conducted by the NFPA suggests that there may be a growing consumer demand for the sprinkler systems. In a survey of more than 1,000 adults, 47 percent said they would definitely consider installing a home fire sprinkler system if they were building a new home.

Concealed sprinklers will be installed in the Hershberger

home. They are mounted flush with the ceiling. According to HFSC, nationally on average sprinklers add about 1.5 percent to the

total building cost.

For more information about home fire sprinkler system, visit www.HomeFireSprinkler.org.

Kick off Summer at our Beach Wine Tasting



Friday, May 27th
4-8 pm

Sample the New Twin Fin Series

the Unexpected
Wine & Gift Baskets

1840 To
Green,
330-896
Open 1



ECHO

Featured story in "South Side News Leader"


Beacon Journal

Homehunter

"in print and online" www.ohio.com/realestate

"Built For Life" The Hidden Secret Behind SAFER, SMARTER, BETTER SELLING HOMES

Story on p. 1



Covington "E"

2005 STARK PARADE OF HOMES SITE - WYNDHAM RIDGE, JACKSON TWP.

Homes By John Hershberger www.hershbergerhomes.com

Offering Safety, as Well as Beauty

By April S. Condon, Advertising Writer/Homes Hunter

It's evident that John Hershberger and his team offer homeowners more - more choices, more style, more value. Now, the company is offering more safety.

Homes by John Hershberger have been chosen by the House of Representatives to participate in the Build for Life pilot program. The second program, which is part of a national homeowner education effort, is funded through a five percent grant from the U.S. Department of Homeland Security, and is now being conducted in 11 markets throughout the country.

The residential pilot program has been awarded to Hershberger's home model built in 1991, Wyndham Ridge Circle in Wyndham Ridge in Jackson Township. A presentation recently was held at the model to educate homeowners by John Hershberger and along with other owners and builders. The model's best design department also was on hand to support the new system.

Additional material about the home's safety features will be available to the public during the Walk County Parade of Homes in August.

"We are excited about this program," said John Hershberger, president of Homes by John Hershberger. "Homeowners today are safety conscious. I think this is an important option to offer our customers because it can save their lives and protect their property."

A recent consumer for safety survey conducted by the National Fire Protection Association suggests that there may be growing consumer demand for the fire-safety system. In a survey of more than 1,000 adults, 47 percent said they definitely would consider installing a home fire-safety system. If they were building a new home.

The sprinkler system installed in the Hershberger model home has sound, concealed sprinklers that are installed throughout the entire house. The company is offering this safety system in its option in all new homes.

In addition to the unique model, Homes by John Hershberger offers a number of elegant homes available for immediate occupancy throughout Jackson, Madison, Franklin, Cuyahoga, Galena and Stark counties.

Three homes include the Covington E. Wyndham Ridge homes in Jackson Township, priced at \$159,000, the Wyndham Ridge homes in Jackson Township, priced at \$179,000, and the Wyndham Ridge homes in Jackson Township, priced at \$199,000.

In addition to these homes, a local fire department, Homes by John Hershberger offers to its customers a home fire-safety system. Homes by John Hershberger offers to its customers a home fire-safety system. Homes by John Hershberger offers to its customers a home fire-safety system.

As Homes by John Hershberger, you'll find a company that is small enough to take your concerns seriously, yet large enough to offer the best value.

Visit Hershberger's web site at www.hershbergerhomes.com or call us at 330-877-1515.

Homes Available For Sale

 <p>The Albany "A" 333 Streetsboro Rd. Hudson \$120,900 Call Chris Ely 330-704-0152</p>	 <p>The Covington E 5901 West Ridge Circle Wyndham Ridge Circle - Jackson Twp. Dave D'Agostino 330-704-0582</p>
 <p>The Albany "A" 333 Streetsboro Rd. Hudson \$120,900</p>	 <p>The Covington E 5901 West Ridge Circle Wyndham Ridge Circle - Jackson Twp. Dave D'Agostino 330-704-0582</p>

Display ads ran in the Akron Beacon Journal reaching 1.1 million readers gross.

Page 66 NOW ONLINE! HarmonHomes.com July 14, 2005

Offering Safety, as Well as Beauty

Wyndham Ridge, Jackson Township

2005 Stark Parade of Homes Site



The Covington E
5858 Kingsboro Circle
First floor owner's suite design offering sun room, den, two-story great room, hardwood flooring, Corian kitchen countertops, maple cabinetry, 3 car side-entry garage & more. Lawn & landscaping included. \$339,900.



Parade home to be complete in August. 5901 Westridge Circle boasts 5 bedrooms, bathroom, sunroom, full denette, screened porch, game room, and more. \$479,000. "BUILT FOR LIFE"

The hidden secret behind a safer, smarter, better home value.

It is evident that Homes by John Hershberger and his team offer homeowners more - more choices, more style, more value. Now, we are offering more safety. A home fire sprinkler system is also included in this fresh new design "The Emerson", and offered to you in your new home.

From 1-77 exit at Portage St. heading west to Frank Ave. Turn right (north) to Strassner.

HOMES BY John Hershberger
CUSTOM BUILDERS
www.hershbergerhomes.com
330-877-1515
Ask for Dave D'Agostino 330-704-0582

PEACHTREE
DOORS AND WINDOWS
"The perfect combination of beauty and design"

For More Homes: HarmonHomes.com • Homes.com • And These Other Sites:

August 11, 2005 NOW ONLINE! HarmonHomes.com Page 73

VISIT OUR PARADE HOME

CHOOSE A HOME READY TO OCCUPY

OR A HOME SITE AND A DESIGN TO FIT YOUR STYLE OF LIVING



Take 1-77 to Portage St. exit head west to Frank Ave. Turn right (north) to Strassner, turn left. Wyndham Ridge 1.5 miles on left.



Wyndham Ridge, 5858 Kingsboro Circle
New upscale neighborhood, offering custom designed homes from the \$270's. Site of 2005 Stark County's Parade of Homes. Awarded model available for \$339,900. We're right in!

Wyndham Ridge, 5901 Westridge Circle
Fresh new design with a nostalgic charm. Parade home to be complete in August, offered at \$479,000 includes an installed home fire sprinkler system. Daylight basement windows, 2 fireplaces, game room, 4 full baths, 5 bedrooms. (By private appointment) Dave D'Agostino 330-704-0582



Buckingham Place, 5537 Nettlesbrook St.
Immediate occupancy. In three owner's suite, walk-out lower level over looking a beautiful nature view, sunroom, 2-story great room.

Dave D'Agostino 330-704-0582



Take 1-77 to Portage St. exit head west to Frank Ave. Turn right (north) to Strassner, turn left. Wyndham Ridge 1.5 miles on left.

SHIRLEY GLEN, IN HARTVILLE
5901 WESTRIDGE CIRCLE, during the Parade of Homes will also offer Shirley Glen, a new upscale neighborhood with eight, award winning, modern style, large pool and home including home, close from the 520's to the 530's. Choice is a 12 mile sold already. \$7,200 in savings only in the next 10 days. 330-704-0582. Exclusively built by.

HOMES BY John Hershberger
CUSTOM BUILDERS
www.hershbergerhomes.com
330-877-1515

For More Homes: HarmonHomes.com • Homes.com • And These Other Sites:



MODEL HOME PILOT PROGRAM

Conducted a program working with Brookstone Builders June 1st in Slinger, Wisconsin. Builder agreed to participate in program because he believes Milwaukee is typically years behind other markets, especially compared to Chicago, and wants to be first Milwaukee builder to offer sprinklers. The builder will offer sprinklers as an option with estimate information in all models in the development. An additional training session at a regular sales staff meeting was held in late August.

MILWAUKEE

Market
Wisconsin

BUILDER

Brookstone Homes, Oconomowoc, WI

FIRE DEPARTMENT

Slinger Fire Department

SPRINKLER CONTRACTOR

US Fire Protection

NUMBER OF ATTENDEES

35

ADVERTISING

- WKTU-FM: Two hour live remote at the model home grand opening. Included various interviews. 60- and 10-second spots ran 32 times reaching 1.6 million listeners.

Ads ran in the following newspapers reaching 437,268 readers:

- Milwaukee Journal Sentinel
- West Bend Daily News
- Waukesha House and Home
- Washington/Ozaukee House and Home
- Hartford Times Press
- Ozaukee/Washington Guide



PRE - EVENT SURVEY

MILWAUKEE, WI

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	0	14
2/ Are you familiar with the trade ups fire sprinkler systems offer?	11	3
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	12	
Marketing Advantage	6	
To Benefit from a Trade-Up	1	
Other - Insurance Savings / Fire/Municipal Code	2	1
4/ A fire sprinkler system runs off the main water line.	9	5
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	1	13
6/ When there is a fire, only the sprinkler closest to the fire operates.	9	5
7/ A single sprinkler can protect a room 20 X 20 feet.	11	3
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	6	8
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	10	4
10/ Concealed sprinklers are mounted flush in ceilings.	11	3



Display ads ran in six newspapers reaching 437,268 readers.

Your next home could save your life.



Did you know...
eight out of ten fire deaths occur in homes, often at night when people are sleeping? Home fire sprinkler systems are the best protection against fire.
(Source: FEMA)



Brookstone Homes and the Home Fire Sprinkler Coalition invite you to learn about a new life-saving option available to home buyers.

Home fire sprinkler systems are now available as a standard option in all Brookstone homes. Tour our new model at Cedar Bluffs and discover the many benefits:

- Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the home.
- Insurance discounts between 5-15%
- Protect your largest investment: your home.



GRAND OPENING at Cedar Bluffs, Slinger

Saturday, September 17 • 11 a.m. - 5 p.m.

Event includes sprinkler demonstrations every 30 minutes, Slinger Trucks 12 - 3 p.m., plus food and fun for the entire family.

Take US Hwy 41 to 60, East to Cty C, North to Cedar Bluffs community.

262-894-1651 • www.brookstonehomes.com



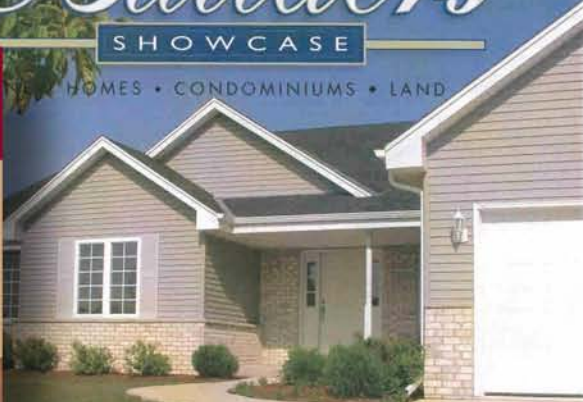
Brookstone Homes
So much ease.

FREE
Sept. 15, 2005

Builders


SHOWCASE

HOMES • CONDOMINIUMS • LAND



BY
HOMES, INC.
PAGES 39-40
FOR NEW HOME ONLINE AT
BUILDERS-SHOWCASE.COM

WATCH BUILDERS SHOWCASE TELEVISION,
SATURDAY MORNINGS FROM 9:30-10:30 ON



Special Realtor Preview!

Friday, September 16 • 11 a.m. - 2 p.m.

Brookstone Homes and the Home Fire Sprinkler Coalition invite you to discover the newest option available in new home construction. Tour Brookstone's new model home equipped with a residential fire sprinkler system and learn how residential sprinklers can protect your clients and their property.

- View "LIVE" sprinkler activations from our demonstration trailer.
- Register to win a weekend get-a-way to Wisconsin Dells.
- Complimentary lunch sponsored by Brookstone Homes.



2180 Cedar Bluffs Drive, Slinger

Take US Hwy 41 to Hwy 60, East to Cty C, North to Cedar Bluffs community.

For more information please call
262-644-2024 or visit
www.brookstonehomes.com



Brookstone Homes
1230 Corporate Center Dr., Suite 200
Oconomowoc, WI 53066

PSIRT FIRST CLASS
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 1071



Home Fire Sprinkler®

C O A L I T I O N

Protect What You Value Most™

MODEL HOME PILOT PROGRAM

Gander Builders conducted two programs, one while the home was under construction, the second once the home was complete.

BUILDER

Gander Builders

FIRE DEPARTMENT

Frankfort Fire Protection District

SPRINKLER CONTRACTOR

United States Fire Protection

NUMBER OF ATTENDEES

12

ADVERTISING

- Display ads appeared in the Real Estate Section of the Chicago Sun-Times, Daily Southtown and Star Community newspapers reaching 567,848 readers.

CHICAGO Market

Illinois



PRE - EVENT SURVEY

CHICAGO, IL

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	0	3
2/ Are you familiar with the trade ups fire sprinkler systems offer?	0	3
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	2	
Marketing Advantage	0	
To Benefit from a Trade-Up	0	
Other - Ordinance	1	
4/ A fire sprinkler system runs off the main water line.	2	1
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	0	3
6/ When there is a fire, only the sprinkler closest to the fire operates.	2	1
7/ A single sprinkler can protect a room 20 X 20 feet.	2	1
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	3	0
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	2	1
10/ Concealed sprinklers are mounted flush in ceilings.	3	0

What you don't see could save you.

Eight out of 10 fire deaths occur in homes. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

If you are building a new home, a fire sprinkler system is your best protection against fire. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the house.

Home fire sprinklers are small and inconspicuous. Concealed sprinklers are mounted flush with the ceiling. They are also affordable, costing about the same as a carpet upgrade.

Protect your family. Choose the option that will make your home built for life. To learn more about the life saving benefits of fire sprinklers, visit www.homefiresprinkler.org or call, 1.888.635.7222 today.



Visit a
sprinklered home
by Gander Builders this
Saturday & Sunday from
Noon - 5:00 pm at Cobblestone Walk
subdivision in Frankfort. Southwest
corner of 116th Street & Laraway Road.



Gander Builders



Ads appeared in the real estate section of Chicago area newspapers reaching 567,848 readers.



Home Fire Sprinkler®

C O A L I T I O N

Protect What You Value Most™

MODEL HOME PILOT PROGRAM

Conducted program with Arbor Homes on August 24th. With the help of the Tualatin Valley Fire and Rescue, 32 people attended as well as two TV stations. An article also appeared that morning in the Oregonian newspaper.

BUILDER

Arbor Homes

FIRE DEPARTMENT

Tualatin Valley Fire and Rescue

SPRINKLER CONTRACTOR

Wyatt Fire Protection

NUMBER OF ATTENDEES

32

PUBLIC RELATIONS

- The Oregonian, August 24, 2005, Home fire sprinklers on display in Sherwood. Circulation 333,515

ADVERTISING

- Ads appeared in the Oregonian reaching 333,515 readers.
- Messages appeared on two billboards at major arterials in the Portland Metropolitan area. The billboard locations has over 900,000 impressions during the one-month campaign period.

PORTLAND- VANCOUVER Market Oregon



PRE - EVENT SURVEY

SHERWOOD, OR

	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	6	16
2/ Are you familiar with the trade ups fire sprinkler systems offer?	8	14
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	10	
Marketing Advantage	11	
To Benefit from a Trade-Up	6	
Other 1 - Life Safety 8 / Insurance Savings 1		
4/ A fire sprinkler system runs off the main water line.	12	10
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	2	19
6/ When there is a fire, only the sprinkler closest to the fire operates.	19	3
7/ A single sprinkler can protect a room 20 X 20 feet.	20	2
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	13	9
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	11	11
10/ Concealed sprinklers are mounted flush in ceilings.	19	3



WEDNESDAY

August 24, 2005

The Oregonian

PORTLAND, OREGON

2001 PULITZER PRIZE WINNER FOR PUBLIC SERVICE

Home fire sprinklers on display in Sherwood

An Arbor Terrace model is open for viewing as part of a pilot program that aims to limit damage and save lives

By **DANA TIMS**
THE OREGONIAN

Participation in a national pilot program may be paving the way for Oregon home builders to start installing fire sprinkler systems in new houses.

Potential benefits of residential sprinkler systems will be displayed today in a model home at Arbor Terrace in Sherwood.

Officials representing local builders, insurance companies, elected officials and area fire departments will visit the site to trumpet what many experts are calling the next big trend in new-home construction.

IF YOU GO

What: Residential fire sprinkler system model house

Where: 15852 S.W. Bonner Lane, Sherwood

When: 11 a.m. - noon, today

Sponsors: Tualatin Valley Fire & Rescue, Arbor Custom Homes, Home Fire Sprinkler Coalition

"It's really starting to pick up momentum," said Peg Paul, spokeswoman for the national Home Fire Sprinkler Coalition, which is helping finance the pilot program. "Even among builders, there are a lot of misconceptions about sprinklers. We're hoping this helps address those."

Arbor Custom Homes jumped at the chance to take part in the

program, which is one of only 10 nationwide.

"They were looking for builders who wanted to take a leadership role in home fire sprinkler systems," said Rob Campbell, sales manager for West Hills Development, Arbor Homes' parent company. "We said yes immediately."

Visitors to the model home in Sherwood will see a sprinkler system capable of containing a fire within minutes. Under most conditions, only one sprinkler head will ever activate and only then when temperatures exceed 135 degrees.

"Smoke alone will never trigger the sprinkler heads," said Colleen Olson, spokeswoman for the state Fire Marshal's Office. "And when used in conjunction with smoke detectors, these systems reduce the risk of death in a home by 98 percent."

Adding sprinkler systems to a new house increases the total building cost by about 1.5 percent, said Karen Eubanks, whose agency, Tualatin Valley Fire & Rescue, helped coordinate the Oregon grant.

"Roughly translated," she said, "that's about how much a homeowner would pay for upgrading either their cabinets or carpets."

There are other benefits, she said. Sprinklers attacking a fledgling fire release about 10 to 18 gallons of water a minute. Firefighters responding to a house fire, by contrast, wield hoses firing from 75 to 250 gallons a minute.

Arbor's Campbell said the Sherwood model home, at 15852 S.W. Bonner Lane, will remain open to the public through next spring.

◆
Dana Tims: 503-294-5973;
danatims@news.oregonian.com

Feature story in "The Oregonian"

ADVERTISING

Ads appeared in the Oregonian reaching 333,515 readers.

Fire Sprinklers...



Like having a firefighter on standby in your home!



www.homefiresprinkler.org

Fire Sprinklers...

Like having a firefighter on standby in your home!

For more information on sprinkler systems, visit the Arbor Terrace Model Home at 15852 SW Bronner Lane in Sherwood or www.homefiresprinkler.org

TVFR Tualatin Valley Fire & Rescue

Home Fire Sprinkler COALITION
Protect What You Value Most

Arbor CUSTOM HOMES

Fire Sprinklers...

Like a firefighter on standby in your home!

TVFR Tualatin Valley Fire & Rescue

Home Fire Sprinkler COALITION
Protect What You Value Most

homefiresprinkler.org

Two billboards located in areas with more than 900,000 impressions.



Home Fire Sprinkler[®]

C O A L I T I O N

Protect What You Value Most[™]

MODEL HOME PILOT PROGRAM

Conducted program working with Rayco Development in an Active Adult development located in Windsor, CT. Builder is receiving trade up benefits including high density, narrow roads and single egress because development is sprinklered. Sales force believes sprinklers have been positive selling point in model homes.

BUILDER

Rayco Development, Ballymeade of Windsor

FIRE DEPARTMENT

Windsor Fire Department

SPRINKLER CONTRACTOR

HFP Sprinkler

OTHER LOCAL ORGANIZATIONS INVOLVED

Town of Windsor, Blue Hills Fire Department

NUMBER OF ATTENDEES

17

ADVERTISING

- The Hartford Courant display ad ran 11 times reaching 2 million readers (gross).

HARTFORD

Market
Connecticut



PRE - EVENT SURVEY

HARTFORD, CT


	YES/TRUE	NO/FALSE
1/ Have you built a home with an installed (or automatic) fire sprinkler system?	2	6
2/ Are you familiar with the trade ups fire sprinkler systems offer?	3	5
3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.		
Customer Request	6	
Marketing Advantage	7	
To Benefit from a Trade-Up	3	
Other - Life Safety	2	
4/ A fire sprinkler system runs off the main water line.	7	1
5/ When smoke activates the smoke alarm, it sets off the sprinkler system.	0	8
6/ When there is a fire, only the sprinkler closest to the fire operates.	8	0
7/ A single sprinkler can protect a room 20 X 20 feet.	7	1
8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.	5	3
9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.	3	5
10/ Concealed sprinklers are mounted flush in ceilings.	7	1



Fifty Five & Active Adult Community in Windsor

WILLIAM RAVEIS
COCCOMO ASSOCIATES
REAL ESTATE & HOME SERVICES

A RAYCO COMMUNITY



Coming Soon

"Built By Award Winning Builder of Balleymeade!"

Windsor's finest detached luxury homes!

- 1st Fr Master Bedroom
- Fully Appliance Kitchen
- Optional Second Floor
- Six Unique Plans
- Nine Foot Ceilings
- Four Season Sun Room
- Lawn Care/Snow Removal
- Low Monthly Fees
- Best Values Around

Wyndemere

Windsor, CT 06095

For Information, Call James at 985-7686

Now Taking Deposits For Pre-Construction Pricing

All Home Feature Individual Fire Sprinkler Systems

Home Fire Sprinkler

Protect What You Value Most

Ad appeared in the "Harford Courant" 11 times reaching 2 million readers (gross).

Built for Life Home Builder Education Program*Effectiveness of Builder Model Home Fire Sprinkler Pilot Program*

Prepared by The Scott Group for the Home Fire Sprinkler Coalition and Peg Paul & Associates

September 26, 2005

EXECUTIVE SUMMARY

This report covers a survey designed to evaluate a series of nine on-site presentations on home fire sprinkler systems intended for home builder personnel, fire service professionals and others in related occupations. The survey was conducted via telephone interviews and/or e-mail or fax exchanges. A copy of the questionnaire is bound in (Exhibit B) at the end of this report.

With respect to the actual system explanation and demonstration a majority of both cohorts—builders and fire professionals—rated the sessions 5 on a scale of 5 (best) to 1. Average ratings of all builder respondents were 4.31 and 4.46 in the two criteria selected evaluation criteria. Comparable figures for fire professionals were 4.45 and 4.61.

The Home Fire Sprinkler Coalition (HFSC) Builder kit was distributed at each session and attendees polled about its contents. Some 97% of the attendees receiving the kit, kept and used it either in the office, at home or both. Ratings for the kit's DVD video averaged 4.46 for the builder cohort and 4.58 for fire professionals. Other components of the Builder Kit were accorded comparably excellent readership by the entire audience and a large majority showed the kit to others.

To help assess the program's effectiveness, attendees were asked to measure their knowledge of home sprinklers before and after the sessions. For builders, the average score increased from 2.11 prior to the demonstration to 4.07 after it. Counterpart figures for the fire professional group rose from 3.45 to 4.71.

Asked to evaluate the program by seven criteria, respondents gave five of the seven average ratings from 4.18 to 4.47. The only lower averages, 3.74 and 3.91, were given to two criteria relating to justifying the additional cost of home sprinkler systems.

The final survey question asked respondents whether they believed HFSC was a "valuable resource" for information and education in the area of home fire sprinklers. Respondents agreed unanimously that it is.

INTRODUCTION / THE DEMONSTRATIONS

As part of its ongoing *Built for Life* (BFL) builder education program, the Home Fire Sprinkler Coalition (HFSC) arranged a series of nine demonstrations of residential fire systems in sprinklered homes under construction in nine widely distributed markets. The sessions featured a hands-on description of the systems by their respective sprinkler contractors. In addition, the program included a review of the Builder Kit which is a key communications tool of the BFL program.

SURVEY METHODOLOGY

To measure the effectiveness of the demonstrations, attendees were polled via e-mail or telephone, using a questionnaire, which covered all aspects of demonstration.

A total of 34 valid responses were generated, apportioned among the four cohorts as follows:

Builders & employees	11
Real estate agents/employees	3
Fire protection professionals	14
Other	6

The other cohorts included two building inspectors, two additional municipal employees with fire-related duties, an insurance agent and a Chamber of Commerce executive. In the tabulated results that follow, we have reduced the number of cohorts to two logical groupings: builder and real estate respondents in the first cohort and fire professionals and others in the second.

In addition to the aided-recall replies reported below, there were numerous write-in comments. These are reproduced verbatim in Exhibit A at the end of this report.

PILOT SURVEY REPORT (CONT)

SURVEY FINDINGS / RESPONDENT KNOWLEDGE

The first survey question asked respondents to “rank your general knowledge about home fire sprinklers” before and after the demonstrations on a scale of 5 (most) to 1. Table 1 summarize the results in terms of average rankings each cohort and all respondents.

Table 1 – Respondent Knowledge of Home Sprinklers (average ratings)

Cohort	Before	After
Builders/realtors	2.11	4.07
Fire professionals	3.45	4.71
All respondents	2.88	4.44

As might be expected, survey returns show professional fire personnel had more than a nodding acquaintance with home sprinkler systems before the demonstration but still gained significant knowledge. More importantly, builder personnel indicate an almost doubling of their knowledge level as a result of the demonstrations.

DVD VIDEO

A series of questions relating to the DVD video shown during the demonstration included the question: “Do you remember seeing it.” The answer to this Yes-No question was 100% yes. The next question was: “How effective did you find this video in explaining the details about the design and installation of home fire sprinklers.” Respondents were asked to use the 5 to 1 scale with the following averages resulting:

Builders/Realtors	4.46
Fire Professionals	4.58
All respondents	4.53

The final part of this question asked: “Would you use it to educate others you work with?” Table 2 summarizes replies:

Table 2 – Prospective Usage of DVD Video

	Builders	Fire Pros	All
Yes	79%	70%	74%
Maybe	21%	10%	15%
Probably Not	0%	10%	6%
No answer	0%	10%	6%

This question also asked respondents to identify the audience(s) to be shown the video. A verbatim list is shown in Exhibit A at the end of this report.

SYSTEM DEMONSTRATION

The questionnaire section dealing with the system demonstration included two questions requiring numerical (5 to 1) answers. They asked:

- *How much did this demonstration help you understand the operations of a residential sprinkler system.*
- *Did it give you a full understanding of system operations?*

Replies to both questions are summarized in the following table.

Table 3 – Evaluation of System Demonstration

	Help Understand System Operation	Full Understanding of Workings
Builders/realtors	4.46	4.31
Fire professionals	4.45	4.61
All respondents	4.45	4.48

An additional question asked respondent opinion of the amount of time allotted to the demonstrations. Replies are summarized in Table 4 below:

Table 4 -Time Allotted to System Demonstration

	Builders	Fire Pros	All
Too much	7%	0%	3%
Too little	0%	5%	3%
About right	93%	95%	94%

EVALUATION OF HANDOUTS

This section consisted of aided-recall questions regarding the Builder Kit and its contents. Following is a summary of questions and replies from the two major cohorts:

Table 5A – Where did you take Builder Kit?

	Builders	Fire Pros	All
Home	14%	0%	6%
Office	79%	70%	74%
Neither	0%	5%	3%
Both	7%	25%	18%

Table 5B – Showed Builder Kit to Others?

	Builders	Fire Pros	All
Employees	50%	45%	47%
Prospective buyers	14%	5%	9%
Others	21%	35%	29%
None	14%	30%	24%

NOTE: Totals add up to more than 100% because some respondents checked more than one item.

Table 5C – Amount of Brochure Read

	Builders	Fire Pros	All
All of it	36%	45%	41%
Some of it	64%	35%	47%
None	0%	20%	12%

Table 5D – Watched the Video Since Demonstration

	Builders	Fire Pros	All
Yes	21%	20%	21%
No	79%	80%	79%

Table 5E – Amount of Consumer Flyer Read

	Builders	Fire Pros	All
All of it	50%	60%	56%
Some of it	36%	25%	29%
None	14%	15%	15%

Table 5F – Would Give the Flyer to Prospects

	Builders	Fire Pros	All
Yes	21%	10%	15%
No	79%	90%	85%

OVER-ALL EVALUATION

The final question of the survey asked for a numerical evaluation of seven aspects of the demonstration, using the following criteria:

- Explaining the homebuyer benefits of having a fire sprinkler system;
- Explaining the homebuilder benefits of offering fire sprinkler systems;
- Providing added value to homes in terms of property damage and life safety;
- Justifying the additional cost of sprinkler system to the builder/realtor;

- Justifying the additional cost of a sprinkler system to the homebuyer.
- Dispelling myths about sprinkler systems such as the entire system operating, sprinklers big like old commercial sprinklers, excess water damage, etc.;
- Generally answering all of your questions about home fire sprinklers.

Average numerical evaluations for these criteria are summarized in table 6.

Table 6 – Evaluation of Demonstration via Seven Criteria

	Builders	Fire Pros	All
Explain buyer benefits	4.64	4.30	4.44
Explain builder benefits	4.21	4.15	4.18
Provide added home value	4.36	4.40	4.38
Justify addl. builder cost	4.00	3.85	3.91
Justify addl. buyer cost	3.93	3.65	3.74
Dispelling sprinkler myths	4.86	4.20	4.47
Answering all questions	4.36	4.43	4.40

The final survey question asked: “After participating in the program, do you consider the Home Fire Sprinkler Coalition a valuable resource for home fire sprinkler information and education?” The verdict was unanimous in this yes-or-no vote: 100% of all respondents answered Yes.

OBSERVATIONS AND CONCLUSIONS

The survey described in this report shows convincingly that the nine home fire sprinkler demonstrations conducted to date have been an unqualified success. Moreover, the current survey continues to confirm the excellent ratings given to the Builder Kit components by those who received it during the demonstrations.

With respect to the demonstration sessions, the survey results show that:

- More than half of all respondents gave the system demonstration the highest possible rating, 5 out of 5, in helping the attendee understand the operation of a home sprinkler system.

- A majority also rated the demonstration 5 for giving attendees a full understanding of the system workings.
- 94% of all respondents described the amount of time devoted to the demonstration as “about right.”
- Similar plaudits were accorded the handouts during the session, the Builder Kit with a DVD video and literature pieces directed specifically to the home builder and the home owner. Of seven evaluation aspects covered by the survey, five received scores in excess of 4.00. The remaining two aspects dealt with cost justification for sprinkler systems and were just marginally below the 4.00 level.
- Additionally, survey respondents reported that the session resulted in a quantum increase of their general knowledge of home fire sprinklers, with the average rating rising from 2.88 before attending to 4.44 after.
- Finally and most convincingly, every single attendee responding to the survey agreed that the Home Fire Sprinkler Coalition is a valuable resource for information and education on the subject of home fire sprinkler systems.

EXHIBIT A - VERBATIM QUOTES

POTENTIAL VIEWERS OF DVD VIDEO

Respondents were asked to identify other groups with whom they would share the DVD video. Replies were as follows:

“Contractors and elected officials.”

“I would use the video to educate builders, warranty underwriters, buyers.”

“Fire Department members, the general public, city government.”

“The customer—The DVD and Brochure are very good educational tools.”

“Designers and field installers.”

“Home builders, Fire Department, municipal code authorities.”

“Potential customers and new service department apprentices.”

“Other builders and fire service personnel.”

“Developers, builders, general public.”

GENERAL WRITE-IN COMMENT

Builders & Realtors

“Thank you for having the drawing. A co-worker won the DVD player.”

“Terrific job on presenting and being patient with people who kept asking so many questions and drawing it out.”

“Providing lunch was very nice. I learned a lot!”

“Great program!”

“The talk was focused mainly on hard pipe. It also showed Wirsbo in the video but it wasn’t really discussed.”

“As a builder representative, [I find that] it is very confusing [to determine] who to send customers to for a sprinkler system for their new home.”

“As the Coalition is a great organization, my customers want to speak to whom they will be ordering from. So do I, for that matter. The person from the company that makes just one component part of the system does not particularly interest me or my buyers.”

“The product is an easy start to a sale. How much to install it? How many zones will I need? How do I get a system? Will it lower my [insurance]? These are the questions that I need direct answers to. A buyer needs to know about them—not about spreading the word. They will spread the word when their system is purchased.”

FIRE PROFESSIONALS AND OTHERS

“Materials help a lot, providing [information] to home owners.”

“Very good presentation. Materials help those who fight [for] the ordinance. The [DVD video] uses a model for a live house burn—shows the flashover, etc. and the sprinkler goes off.”

“Useful too for my efforts to spread the word about residential fire sprinklers.”

“Everyone did a great job—all presenters. Good program. Hopefully ‘we’ can do this throughout the rest of the country.”

"As a building inspector I found the program geared more toward the home builder and realtor than the inspector. Inspectors need to be trained more to be able to understand the hydraulics and installation of a home sprinkler system."

"Also join in with the local fire departments in promoting home sprinkler systems. In the Tri-County area [Oregon] there is a promotional group called "Permits Protect" which provides consumer information to home owners by getting permit and inspection info out to the general public through the Internet and TV advertising. This could be an advantage to the Coalition."

"We need to work with insurance companies a lot more. To date State Farm is the only company I have talked with that gives discounts. Most are unaware there is such a thing as home fire sprinklers."

"I have not yet decided how I am going to get the DVD out to others. I read the old consumer flyer but not the one I got at the session. I felt that dispelling myths about sprinkler systems could have been discussed more."

"HFSC is great to work with."

"It was very hot in the house the day of the presentation. That might have kept attendance down, but it wasn't your fault. The presenters did a fantastic job. Winter or spring might have been a better time to have done the presentation in Arizona."

"The cost is very high; you have your work cut out for you. The region will make a significant impact on your success rate."

2005 BUILT FOR LIFE INTERNET REQUESTS - WITH COMMENTS

Aaron Lynn

Franklin, TN

I am a firefighter with spring hill in TN building a house and probably getting a sprinkler system just wanting some info to learn more for my home and career. Thanks

Mike Anderson

Indianapolis

I was thinking about installing a fire sprinkler system in the new home my wife and I are getting ready to build. I would like to research the subject.

Arun D. Kothari

B.Bell Builders

Sugar Land, TX

Please let us know, if available, a list of experienced contractors in residential fire sprinkler work in Houston area.

Ed Geldreich

Ed Built homes

Mooreville, NC

Will I have any problem obtaining the pipe and necessary parts for installing the system myself?

Bonnie B. Henry

City of Rockford Building Dept

Rockford, IL

Can we obtain numerous copies to distribute to local home builders and the public at our permit counter? Do you have training programs for installers?

Rachel Aja

HBACA

Phoenix, AZ

Rachel needs to be educated in residential fire protection, along with the Home Builders Association of Central Arizona that she represents. They are trying to stop fire sprinkler codes in our cities.

Marc Allen

Godon Allen Inc

Danville, IN

Please send me the information on your residential applications and if there is a supplier in the Indianapolis, Indiana area

Dominic Kovacevic

Ferndale Fire District

Bigfork, MT

Please send use four (4) complete kits for our fire prevention work with building contractors. Thanks. Looks like a great program!

Andy Bayliss

Tab Premium Built Homes, Inc.

New Bern, NC

Please send me sample of actual product, pricing, sales info, etc. I am going to be building 90 town homes and very interested in using your product in them all. I am a little concerned about how visible they may be in the home. Thank you very much.

T. Varnum Philbrook

Philbrook Engineering

Dennis, MA

Info for large scale residential construction design jobs - Thanks, VarnP

Cecil Bilbo

NFSA

Saint Joseph, IL

15-20 would be a great start.

I spoke with a developer in Virginia this week that asked about sprinklers and benefits to residential developers. Was a nice conversation. he mentioned Orlando and said he learned from what he saw.

Seems very easy to sell developers when they know the benefits they will receive from a sprinklered community. They pocket a lot more money!

Thanks for EVERYTHING you do.

G. Mark LeGrand, P.E.

LeGrand Engineering, Inc.

Aiken, SC

I am the secretary for our Central Savannah River Area (CSRA) chapter of the Society of Fire Protection Engineers, and I would like to get a kit. We have installed sprinkler systems in three Habitat houses and plan to continue one project every year with them. We have opportunities for public awareness of home sprinkler systems on several occasions. Thank you.

John F. Shreve

Central Piedmont Community College

Charlotte, NC

For use in our Sprinkler Classes and Fire prevention Classes

Cathy Church

Rowe Sprinkler

Middleburg, PA

We look forward to sharing this with local builders and AHJs.

Shawn Chapman

CENTURY FIRE PROTECTION

Kingston, TN

LEARNING MORE ON 13R & D INSTALLATIONS

Katherine Gove

City of Blaine

Blaine, MN

Please send a copy of the packet and the price to order additional packets.

Lewis Garrison

Asheville Fire Rescue

Asheville, NC

This sounds like a good fire education tool to us

WEB COMMENTS

Michael A. Ginn

Petaluma FD

Petaluma, CA

Any chance I can get two kits?

Ed Glenn

Ed Glenn Construction Company

Morris, Alabama

Must you be approved to install this product to meet fire code standards. Or may a general contractor install this product. Where may this product be purchased and cost.

Mike Booth

Classic Structure Associates

Brentwood, TN

I am interested in using a sprinkler system in future projects, also would be interested in performing installation for others.

Stephen Duncan

New Haven Fire Department

New Haven, WV

I am going to build a new home within 2 years and are interested in a residential sprinkler system. This information will be helpful.

Judy Rees

Sunland Fire Protection, Inc.

Jamestown, NC

We would like to review and recommend to contractors in the area. Thank you

Gerald Wheeler

Horseheads Fire & Rescue

Horseheads, NY

looking for residential sprinkler installers in Horseheads area who are willing to work with FD.

Alex Gardnerjordan

Cottage Homes

San Antonio, TX

Please send me the information packet as outlined on your web site.

Thank you for your time and consideration.

Jim Soules

The Cottage Company, LLC

Seattle, WA

Please send two kits - one for my architect.

Chief Mott

Wilton Fire Protection District

Sacramento County, CA

Thanks for making this available to us

Robert E. McCullough

Atlanta Sprinkler Inspection

Lilburn, GA

This will be great to present to the GA Fire Sprinkler Assoc maybe motivate some members to promote this.

Heather A. Ivy

Trabuco Canyon, CA

I am requesting this information on behalf of my architect

Dave Tiller

Summit County Building Dept

Akron, OH

I would like to request a copy of the Built for Life package. If possible, I would like to request and additional package, I work for a county building department and also teach Fire Suppression for the University of Akron. Thank you

Raymand Dandridge

Vallejo Fire Department

Vallejo, Ca

Is there a way I can order 5 copies of the kit?? If not one will do and we will make it available in our office for interested developers and homeowners.

Allyson Warr

Sac Metro Fire Dist

Rancho Cordova, Ca

Can you send me a case or more of these to pass out to home builders?

Kimberly Korff

Vacaville Fire Department

Vacaville, Ca

Thank You in advance for offering this Information Kit at no charge to our Fire Prevention Bureau.

Charles String

CHS

Hammonton, NJ

READY TO INSTALL SYSTEM.LOOKING FOR MATERIAL SUPPLY INFORMATION & KIT

James P. Martelon

Conroe, TX

I am building a new home and wish to have a fire sprinkler system installed.

Richard Baker

Baker Const. co.

Valparaiso, IN

Our company would very much like to add these systems to our services.

George Georgeson

Moses Lake, WA

I want to spread the word about home fire sprinklers

Brian Hampton

Fairfield Fire Department

Fairfield, CA

Thank you for the order. We look forward to receiving it from you.

KEITH KOVACS

No. Miami, FL

Please send me the literature.

Can you suggest experienced firms in Miami that install fire sprinklers in homes?

Mark Latham

City of Santa Cruz Fire Department

Santa Cruz, CA

Thank you for the free item. We can use it.

Fred Walker

Thomas Drive Fire Rescue

Panama City Beach, FL

Like to obtain a the free Built for Life kit. Interested in developing a program to approach St Joseph Development Company, the largest land owner in northwest Florida offer sprinklers as an optional item in all their construction/development programs and to get them to build all their models homes with sprinklers.

St Joseph has had national publicity building the 2005 Southern living home and a home two years ago given away on the cable home channel. They are developing thousands of new homes in the northwest Florida area.

Terence E. Silk

Silkraft Service Co.

Alexandria, VA

Water supply to home being built will be from a spring or well or both. Location is minimum 30 minutes from volunteer fire dept. Thanks!

Scott Moon

Santa Rosa Fire Department

Santa Rosa, Ca

Thank you for offering this free material. Our department appreciates your information and looks forward to reviewing it with our staff.

Mark Longtin

AFSS, Inc.

Lolo, MT

Very interested in the information. Glad to see that is free. Keep up the good work.

Ken Simon

Premier Building and Remodeling

Galesburg, MI

Does this system require a holding or reservoir tank for a rural application? Cost compared to commercial style?

Kerri Donis

Fresno Fire Department

Fresno, Ca

Please send 10 copies of the "kit" including the DVD for builders.

Paul Foltyn

League City, TX

I am currently building a 1800 SF home, the builder, Choice Homes is not knowledgeable about sprinkler systems...please submit info for me to look at.

Thanks.

Dina Johnson

Nineteen O Nine, LLC

Greenville, SC

We have several residential projects we are installing sprinklers in and would like to understand more how it will affect codes and our design of the building.

David Quinn

Designer/Builder of Clemson

Clemson, SC

I have 3 houses in the dry ready for sheetrock and would like your literature as soon as possible along with any suppliers I may need in my area. Thank You, David Quinn

R Hogan

RFDC

Lowell, MA

I'm building a home & would like an economical fire suppression system, pvc, I can install.

Mark Cartwright

M.Cartwright Elect/Hvac

Camden, NC

I would appreciate anything that pertains to installation and design. Thanks!

Kimberly Lewis

SimplexGrinnell

Albuquerque, NM

We really like your brochures and tapes. They are slowly but surely raising awareness and confidence in fire sprinkler systems

Leah Pugh

Reynolds Gualco Architecture

Sacramento, CA

Would like to have a few copies to be distributed to our clients. 5-10 copies would be sufficient.

Allan Cox

Stutts Cox Builders, Inc.

Tomball, TX

Please send any free information you can.

Andrew C. Krichman

Krichco Construction Inc.

Chapel Hill, NC

I am interested in your information and cost of system. thank you

MefieldBruce I. Kohn

BRUCE I. KOHN & ASSOCIATES

Cleveland, OH

Please include and videos/DVDs available, along with builder pricing information, as well as consumer pricing information. Thank you.

Harold York

H. York Enterprises LLC

Tacoma, WA

We have a customer interested in installation of residential sprinkler in their kitchen remodel and would like the information kit including DVD if possible.

Gary Trimmer

Zimmerman Homes

New Oxford, PA

Sprinklers are being required now in several local municipalities in our area and would like to know more about them

WEB COMMENTS

James P. Martelon

Conroe, TX

Building a new home and would like to include fire sprinklers.

John Saylor

Roxboro Fire/Rescue

Roxboro, NC

I would like to order 1 of the Built for Life Education kits for our fire department please

Thanks

August Baker

Baker Construction

West Pittston , PA

Please send me the Built for Life Fire Sprinkler Design kit.

Thank you and have a great day!

Robert J. Saunders Jr.

Gloucester City Office of Emergency Management

Gloucester City, NJ

Our City will be developing various Brownfields sites into high density housing. We are attempting to have the builders voluntarily place sprinklers in the units. Thanks RJS

Robert Mandoske

Mandoske Home Improvements

Milford, PA

Need information for New and Old Construction

Scott McGuire

Cumberland road fire department

Fayetteville, NC

I would like to receive your information kit and any video clips you may have for teaching firefighters in the use and operation of residential systems.

Dennis R Rhom

Student

Rutherfordton, NC

I am doing this for a school project on fire protection. Your web has the best, and most information that I have been able to find.

Dave Zatta

Zattlink Communications INC.

Jewett, OH

My company is wanting to get into home sprinkler systems. Could you send us in the right direction. Thank you.

Monte Davenport

One Stop Construction

Midwest City, OK

Please mail information kit and brochures. Thank you.

Sandy Mariotti

WRJ

VT

I will be using this for personal family use and for a college persuasive speech on the benefits of having a sprinkler system installed in your home. Thank you!

Jason Robinson

Cobb County Fire and Emergency Services

Cedartown, GA

Thank You for any info. you can send I am doing a school paper on residential Sprinkler Systems

Mark A. Walsh

Indian Hills College

Centerville, IA

I plan to use this material in our planning and estimating class. Any DVD or VHS tapes would be very helpful.

Michael Bricker

Alta Loma, CA

Thanks in advance for sending the kit.

Kurt Snyder

Foresthill Fire Protection District

Foresthill, CA

Please send two copies as I am currently a Battalion Chief with the city of Rocklin and the Fire Chief of the Foresthill Fire Protection District. Both agency would be interested in the material. Both copies can be sent to the one address and I will distribute.

Scott Chivinski

Chivinski Builders

Schuylkill Haven, PA

Expect to expand business this year. already use PEX for all our service supplies. have always been at the forefront of design and technology. want to add residential fire protection to our list of do's.

Jack Moritz

Great Bay plumbing & heating inc.

Tuckerton, NJ

Our company does a lot of work with PEX plastic pipe and we would like to offer sprinklers systems for the home.

Janet Beechler

Beechler Construction, Inc.

Arcade, NY

Would like your kit on sprinklers and a list of local dealers in the Western New York Area if possible. The sooner the better. Thank You, Janet

Donald E. Bytner

Western Illinois University

Western Illinois University

Macomb, IL

I am an instructor in our fire administration minor program. I am always looking for information to pass on to my students who will have a future in fire protection.

George Devakos III

Voorhees Fire District-Sta 2

Voorhees, NJ

I would like to have one of the kits delivered to my home. I would like to use it in fire prevention demonstration put on throughout the year. We have a few homes in our district that have residential sprinklers, but we are unable to contact them for information due to guidelines. Thank You for your assistance in this matter

Howard Schmuckler
Fort Washington Fire Co.
Willow Grove, PA

Would appreciate any materials that you can provide. We try to conduct many programs, but we are a volunteer fire with a limited budget. Thank you!

Nancy Jones
Brentwood Fire Dept
Brentwood, TN

Thank you for making this information so easy to get.

Gerald c Vein
Grand Forks Fire Department
Grand Forks, ND

Am looking for information to put up a sprinkler booth at our home show in March

David Dagenhart
Dagenhart Sprinkler Co. & First Source Fire-Security
Richmond, VA

I would like to get your free information to speak to builders and developers about Built For Life. Thank You.

Gareth Burton
AVFD
Humble, TX

Please send me any presentation material which would assist in educating both fire service personnel and the general public. THANK YOU.

John R. Sperath
Blue Ribbon Residential Construction, LLC
Apex, NC
Please send kit mentioned in Professional Builder Mag.

"Digger" Weigand
Victory Fire Protection, Inc.
Pottstown, PA
Hope all is well...your doing an awesome job...keep up the good work...

Susan Fox
Oswego, IL
Thank you for sending the information. You have a great website!

Asst. Chief Robert Warren
Melville fire department
Melville, NY

Could you send info for myself for my own home, also we host an open house to the public on fire safety annually, could you send info.that we can provide to the general public on this and products if you have. thank you asst. chief robert waren

Mike Visser
Security Solutions Fire Suppression
Bellingham, WA

We are trying to set up our showroom at our new location and I think this DVD & info. would be great to display.

Thank you

Michael Gibsons
Hunterdon County Fire Chiefs Assoc.
Ringoos, NJ

I would like to have handouts available to the members at our subsequent meetings. Thank you.

Edward Yung
Manassas, VA

If this information is dowlloadable let me know to save you postage.

David B. See
City of Salisbury Fire Department
Salisbury, MD

Am performing research in preparation for the development of a residential sprinkler ordinance for our municipality.

Wanda J. Martin
City of League City
League City, Texas

I am going to lobby my city council to require all new residential occupancies be protected with fire sprinklers. Hopefully, this kit will help explain my position. Thanks.

Martin Rancourt
Brattleboro Fire Department
Brattleboro,vermont
Hope this helps in our fight for home sprinklers. Thanks

Robert Bloom
Woodstock, NY
Looking for information on retrofitting an existing house

William a. Munoz
Orlando, FL

I am making a new home in ocala florida and i will like to have one.I think that is a good think to have. I was a volunteer fireman in long island new york. and we all way talk about it in the fire house for yrs.

Neil Jarman
Maury Vol. Fire and Rescue Assoc., Inc.
Maury, NC

Any information that you may have available for training firefighters and education of the general public on the value of residential sprinklers will be very helpful.

Martin Okekearu
Continental Engineering & Construction Inc
Grandview, MO
We need current information on Sprinklers for the residential homes and commercial Construction facilities.

Trisha Dunkelmann
Delray Beach Fire Rescue
Delray Beach, fl
Do you have any free brochures that we can give to the public other than the ones to print off from your website?

David Brokofsky
Brokofsky Plumbing Service
Adairville, KY
seen in a house. would like to know how I could learn to do this as part of my business.

WEB COMMENTS

Loretta Krzastek

Cape Coral, FL

Do you also have information for retrofitting existing one and two-family dwellings? If so, please send. Thanks

Earl S. Bartlett II

Emergency Alarm Response System

Windham, NH

would like information on design & installation of residential sprinkler systems and info if certification or instructional classes or seminars are required or recommended

Marc Olson

Bates Technical College

Spanaway, WA

As a student in the Bates Fire Protection Engineering Technician class I am anxious to get all the information I can regarding Fire Protection systems and practices.

Bruce Cosby

Fair Oaks, CA

Could you please send me your free video and any other sprinkler info you could provide me

John McEneaney

Fire Dept of NY

Broad Channel, NY

I am trying to push sprinklers in one and two family dwellings in NY. I feel any new information would be helpful. Cost is major concern. Thank you

Christopher A. Taylor

Potsdam Fire Department

Potsdam, NY

Please forward 2 kits if possible for fire prevention bureau. We will pass one along to the code enforcement officers association. Thank you.

Brett A. Jones

North Summit Fire District

HENEFER, UT

I am part of a Fire District that is involved in approving plans and we have started to require sprinkling systems in remote houseing developments. Any information that will help lessen the concerns of developers and homeowners will be very helpful.

Nick Lettini

American Plumbing Corp

Island Park, NY

would like to receive information on sprinkler systems for the home we are looking to expand our business

Ron

Rosington Volunteer Fire Dept

Robertsdale, AL

I'm interested in all aspects of Fire Sprinkler protection for training.

Val Martin

Maui Fire Department

Wailuku, Hawaii

We have a goal of passing legislation in 2008 to require sprinklers in all residential occupancies. We have an uphill battle with politicians and contractors. Any help would be appreciated.

Richard Monreal

After 6 Drafting Services

Norwalk, CA

I would appreciate any/and all information on Fire Sprinklers for residential construction

ANTONINO C. ABEJO

Abejo Construction

West Covina, CA

PLEASE PROVIDE ME FIRE SPRINKLER INSTALLATION, MAINTENANCE AND INSPECTION LITERATURES OR VIDEOS. THANKS

Bruce Parks

Lunenburg & District Fire Department

Lunenburg, N.S.

Can home sprinklers be installed in pre-existing construction? If so, how difficult are they to install in this instance?

Chris R. Smith

Home Fire Protection Services

Tullahoma, TN

Please call me as I have many questions. No one is installing them in my area, but the city is looking at adopting an ordinance to require them. I am a firefighter for the city and would like to start this company to run on my days off.

Dave Judd

Master Plumbing, Inc.

Cedar Rapids, Iowa

I want to start offering sprinkler systems as part of my new home packages. Please advise ASAP

Bobby Hilliard

Atlanta, GA

I am interested in the single family & Multi-Family Sprinkler Systems and installation procedures and costs.

Nathan Ellis

Gaffney Fire Department

Gaffney, SC

I would love to disseminate some of this information to builders and the public, if possible. Please send me a kit.

Jacob Jenkins

AAA Builders' Choice

Columbia, SC

Can I as a builder become a sprinkler installer?

Arnold Witzke
North Maine Fire Department
Des Plaines, IL

Our Fire District has a Residential Sprinkler Ord. I need all the help I can get to give to Prospective Builders and Homeowners that don't understand what Fire Sprinklers are about. Thank you for providing such information that I can share and send these people for just that

Juan Torres
Pipeline Plumbing
Orting, WA

am gathering information for a retro fit system. I also would like to know about certifications needed to install this system.

Alex Guardado
Pearland, TX

I am building my own home and acting as a general contractor for this project. Please send me any relevant information about fire sprinkler systems.

Roy Schoon
Griffith Fire Department
Griffith, Indiana

I am currently trying to get our town council to pass an ordinance requiring sprinklers in all new residential construction. Any info would be greatly appreciated... Thanks, Roy

Alam
Watchdog Security and Fire Protection, Inc.
Albuquerque, NM

Please send me a free kit including brochures, videos and other information to hand out to Builders and Homeowners. please send 3 sets.

Dick J. Bower, CBO
City of Gig Harbor
Gig Harbor, WA

Is the free kit reproducible or do we need to then buy additional kits to provide our construction/design community?

Wesley Newton
Southeast Community College (fire protection program)
Lincoln, Nebraska

thank you very much for this opportunity to share all of this great info to the rest of the people at the community college.

Lisa McClendon
Faubush Fire Department
Nancy, KY

I just had a training class on residential fire sprinklers and was interested.

Morley English
Pembroke Pines, FL
I am building a new house using modular construction.

BARRY DOYLE
TEMPLE TERRACE, FL
CAN A SYSTEM BE INSTALLED IN AN EXISTING HOME?

James Baker
home builder
Lancaster, CA
I am in the process of building two homes - both in LA county CA -requirement sprinkler systems

James D. Dodge
JD Associates
Aliso Viejo, CA
You should have an Architects/Engineers section with downloadable AutoCad detail files.

Mike Michael
Lititz Fire Company #1
Lititz, PA

I am also an Insurance Professional so I look forward to any information you can provide.

Richard Skinner
Lanoka Harbor Fire Department
Lanoka Harbor, NJ
Former NFSA Northeast Regional Manager. Looking to push sprinklers in my community.
I am making it part of my Fire Prevention Program.

James D. Dial
Pine Bluff Fire Department
Pine Bluff, AR
Better understand the product for improved fire protection in residential homes

Chris Cartwright
Cartwright Custom Homes
Kansas City, Missouri
Can a sprinkler be used with a hot water recirculate system.

Chuck McGary
CDF
Selma, CA
Interest in applications for new and existing single family homes

Mike Brown
Lawtey Vol Fire Rescue
Lawtey, FL
We are fixing to build a house, this sounds good and would like more info.

Jeff Kowalski
Sylvania Township Fire Dept.
Sylvania, Ohio
I would like more information so I can educate not only our department personnel but the general public also.

WEB COMMENTS

BOB HARRIS

WEST PEORIA FIRE DEPT

WEST PEORIA, IL

I have been talking to a couple of builders on this

William Evans

Deland Hose Company

Fairport, NY

Thank you for providing this resource

Alam

WatchDog Security and Fire Protection, Inc.

Albuquerque, NM

We are a fire protection contractor and we are wondering if we can use your brochures and other informational data to present to builders and customer.

John T Gorman

Upgrades Co.

Huntington Beach, CA

Like to get an idea of installing the system during a home addition--adding a second story to current property

ANGELIA RICHARDS

FRIENDSHIP FIRE DEPT

SMITHS STATION, AL

WE ARE LOOKING AT INCORPORATING THIS CONCEPT OR INFORMATION ABOUT IT INTO SOME LOCAL ORDINANCE THROUGH THE CITY COUNCIL ANY INFO WOULD BE GREATLY APPRECIATED. ANGIE

Robert Yaiser

Dover Township Fire Prevention Bureau

Toms River, New Jersey

Strong advocate of residential sprinklers and legislation to adopt same

Rodger Sill

Stanley Iowa Fire Dept

Stanley, IA

What study/research has been done on the benefit/importance of residential sprinklers in rural areas? Likely water

source would be private well. If there is one area that desperately needs residential sprinklers it is rural Iowa. Vol. Fire Dept, homes widely separated, set back from the road, unoccupied during the day. Fire starts and is only noticed when has burned thru the roof and a car happens by. The FD is finally summoned, respond to the station, and when they get to the fire they have 10% of the ISO requirement for water. Save the foundation.

Dyana Angleides

EVFD

Kittredge, CO

I need information on designing a residential sprinkler system for a training report I have to do-

Thank you so much!

Dyana.

Ken Lambert

Gillis Homes

Topsfield, MA

We got one of your info packets with the CD-ROM, and we really liked it. Well put together, and we'd like to get 5 or 6 more packets please, for a couple people here and our real estate sales staff. Thank you.

A. ALEX

TRIANGLE BUILDERS

Washington, D.C

I AM LOOKING FORWARD TO HELP HOME OWNERS LEARN THE BENEFIT OF INSTALLING A HOME SPRINKLER SYSTEM.

Spencer Gwatney

Lafayette, LA

Thank you for creating a place to learn more about Fire Safety for my home.

Jim Abbott

Jim Abbott Builder

Brownsville, TX

I have been toying with the idea of researching home Sprinkler systems for some time and I set at my computer today to make sure that happened. This looks like a very informative site. Thanks.

Capt. Walter Thompson

Pittsburgh Fire Bureau

Pittsburgh, PA

looking to obtain sprinkler head/piping for classroom presentation.

Jonathan O. Lich

Residential Engineering

Tallahassee, Florida

I would like information on design and installation on home sprinkler systems, thanks.

Walter H Lewis

Architectural Spectrum

Champaign, IL

Will use in Intern Training and Client understanding

Chuck Moore

Alpine, CA

House burned down in the San Diego 2003 firestorm.

Code wants fire sprinkler system in new homes.

Brian Albro

B. A. Construction

Tully, NY

Just what I was looking for. A customer who just purchased one of my homes in progress has requested a sprinkler system. I can't wait to receive the info.

RON SARSTEDT
RONALD SARSTEDT ARCHITECTS INC
Rocky River, OH
I AM ALSO A PARTNER IN A RESIDENTIAL DEVELOPMENT FIRM AND THIS PRODUCT IS OF GREAT INTEREST TO US.

Mark Kidd
Mark Kidd Builder
Allendale, MI
I would like the consumer information. I have my own radio show every Saturday on a local station the show is called "AT HOME WITH WHTC"

Steven C. Doulis, RA, AIA
Doulis Design/Build Consultants
Alexandria, VA
Very interested in residential sprinkler applications, particularly as a large segment of our work involves renovation of large, historic (pre-1900) structures in the Washington, DC area. Thanks!

John Ludwig
84 Longmeadow Hill Rd
Brookfield , CT
I do QC inspection for a construction company building schools. Anything that helps make sure adequate fire sprinkler systems are installed is helpful. Thanks

Brad Faulkenberry
Faulkenberry Design Services
Taylors, SC
Lot of residential construction in our tri-county area. Trying to generate some interest in fire protection for all.

Terry Snodgrass
Yankeetown Volunteer Fire Department
Newburgh, IN
Are there anymore materials that we need to do a presentation with our combination Sprinkler/Fire Safety House?

Timothy Sheridan
Littleton, MA
I want to protect an unheated garage as well as a heated apartment built over it in an area not served by a public water supply. Information to help accomplish this would be appreciated

Damien J. Zaldivar
Z Fire Systems
Miami, FL
Send me any free information you might have on the mechanics and installation of fire sprinkler systems of all types, thank you.

Jonathan Dougall
Dougall Construction
Oakland, CA
What are the license requirements for installation in California

Ace Richards
The Right Connection Inc.
Cassadaga, FL
Can't wait to get this information. lots of Clients are curious about this concept.

Kricket Smith-Gary
Remarc inc
Lawrenceburg, KY
I have given away the two copies of this that you have sent. I need another one please.

Danny Blevins
Route 377 Fire Department
Morehead, KY
Chairman of local firewise council

Michael Gibsons
Hunterdon County Fire Chiefs Assoc.
Ringoes, NJ
I would like to have handouts available to the members at our subsequent meetings. Thank you.

William H George, Jr
East Montpelier Vol. Fire Dept
East Montpelier, VT
Please send me other available material that you offer. We serve a bedroom community that is undergoing rapid development

Fred Borath
Cold Spring, NY
looking into the advantage of having a sprinkler system. Building a house soon. thanks

FB "Rusty" Walker IV
FBWALKER CO
Gulfport, MS
Residential builder and specifier for Architect interested in beginning sprinkler work.

George Barnes
AB Consulting
San Jose, CA
As a 3rd party consultant performing plan review for various jurisdictions, my intent as an NFSA member is to use this material to promote the installation of residential fire sprinklers.

Jerry I. Busby
Sanbornton Fire Department
Sanbornton, NH
we are seeing number of homes going in do you have any info on ordinances for home sprinkler systems?

Chris Van Tiem
Albuquerque, NM
Getting ready to graduate from TVI- Architecture/Engineering CAD- I am doing my final research paper/presentation on home fire sprinklers. If you know of any thing else that I may present, could you e-mail me.

WEB COMMENTS

Alan Carlisle

*Fire Systems Technology, Inc
Fort Smith, AR*

Please send information about annual subscriptions as well. Our company is primarily interested in home fire sprinkler work - so, we would be very interested in any correspondence that would offer or would like to receive from our company.

*Rick VanderMeyden
Hungry Horse, MT*

Hello. I am interested in becoming an installer for home systems. Do you need to be a licensed contractor, and if so, what kind? Any other info you might have would be greatly appreciated!

Charles Scholl

*Cape Canaveral Vol Fire Dept
Merritt Island, FL*

Send two kits for another agency I can contact, Brevard County Fire Rescue.Thanks. Charles Scholl

Phil Kiefert

*Ace Associates
Silver Spring, MD*

Thank you for consolidating this valuable information

Chad Monceaux

*Crowley Fire Department
Crowley, LA*

I am thinking about beginning a business installing residential fire sprinklers. would like some info on the subject.

L. Lyon

Takoma Park, MD

We will be building a house that will have a well for its water supply. The nearest fire department is volunteers responding from home. So we would like to have information on home sprinkler systems to share with our builder

Ronald Gillespie

Gig Harbor, WA

building new home and looking for info to design and sprinklers

Doug Williams

*OTR Development, LLC
Hartland, CT*

I would like to use a sprinkler system for an 8 lot subdivision I an going to be building this year.

Brandon Prestridge

Hanceville, AL

Could you give me a list of contractors in Alabama?

Andrew McCarron

Daly City, CA

Wanted to find out how to layout the sprinkler system in my house.

Joe O. Montonye

*Satsuma Fire Department
Satsuma, FL*

We are trying to get our counties and towns to require residential fire sprinklers in new construction. thank you for any information

Eric Lancaster

Goldsboro, NC

I am on our departments fire prevention committee. I would love to also know how to obtain a residential fire sprinkler display for our fire prevention store?

Chuck Kime

*Arizona State University
Mesa, AZ*

I have 2 courses this semester in which we will be dealing with this topic, one is a fire prevention course and the other is a fire administration course; both are bachelor level courses. would it be possible to get 40 kits for my students in these 2 courses.

JORGE L.SANCHEZ,SR

BELLAVISTA APT.

TAMPA, FL

I'm a fire safety director from new york for 17 years and relocated to tampa.I would like to know the fire safety laws from Florida.

Gary Ryan

*Morristown Fire Department
Morristown, TN*

Our Department is pushing City Council to require sprinklers in new construction and renovations. Any materials and/or guidance you can supply to support this effort will be greatly appreciated. Thank you.

Uri Way

*Clearline Design
Howell, MI*

Am I able to receive more than one kit? Thank you.

Jeff Hawthorne

Lemont, IL

Any help in presenting this material to the general public is appreciated. We are holding our annual Open House October 9. Thanks, have a safe day Jeff

Greg Moore

*NANA/Colt Engineering,LLC
Anchorage, AK*

If possible please send multiple copies. I am working to convince the Alaska State Legislators and the Fire Marshal's Office to adopt an amendment into the States Building Code requiring sprinklers for residential occupancies.

Dave Orrico

*FraDor Marketing & Development
West Amherst, NY*

I'm in the design stage of a 28 home cluster neighborhood. I believe your information and type of products could be very saleable to my demographic...please forward any info that you can.