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
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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.
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.
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.

(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.
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)
Trade Advertorial - Builder

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

Trade Product Spotlight - Builder

**Trade Ad / Fire Service & Contractors**

**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)

**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)
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).**
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
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 open and storing flammable materials in a safe place can make a big difference. Think of and when small changes, such as installing lights around the perimeter of your home, and keeping your rafters clear of any 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.

**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

Advertorial appeared in “House Beautiful” publication
circulation: 700,000
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.
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.
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 homebuilders, 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.
**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>
<thead>
<tr>
<th>Option</th>
<th>Homebuilders</th>
<th>Fire Service</th>
<th>Sprinkler Contrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewed once only</td>
<td>58%</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>Viewed 2 X or more</td>
<td>15%</td>
<td>60%</td>
<td>82%</td>
</tr>
<tr>
<td>Not yet, but plan to</td>
<td>23%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>Don’t plan to</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Criterion</th>
<th>Home Builders</th>
<th>Fire Service</th>
<th>Sprinkler Contrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest</td>
<td>3.9</td>
<td>4.6</td>
<td>4.6</td>
</tr>
<tr>
<td>Pertinence</td>
<td>3.5</td>
<td>4.7</td>
<td>4.5</td>
</tr>
<tr>
<td>Credibility</td>
<td>4.3</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Completeness</td>
<td>4.1</td>
<td>4.5</td>
<td>4.4</td>
</tr>
<tr>
<td>Technical content</td>
<td>3.8</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Helpful(ness)</td>
<td>3.7</td>
<td>4.4</td>
<td>4.4</td>
</tr>
</tbody>
</table>

**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>
<thead>
<tr>
<th>Criterion</th>
<th>Home Builders</th>
<th>Fire Service</th>
<th>Sprinkler Contrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read all</td>
<td>29%</td>
<td>60%</td>
<td>72%</td>
</tr>
<tr>
<td>Skimmed pages</td>
<td>63%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Flipped through</td>
<td>8%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>Haven’t looked</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**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>
<thead>
<tr>
<th>Criterion</th>
<th>Home Builders</th>
<th>Fire Service</th>
<th>Sprinkler Contrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over-all evaluation</td>
<td>3.7</td>
<td>4.3</td>
<td>4.5</td>
</tr>
</tbody>
</table>

**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?

<table>
<thead>
<tr>
<th>Response</th>
<th>Home Builders</th>
<th>Fire Service</th>
<th>Sprinkler Contrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72%</td>
<td>92%</td>
<td>100%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>No</td>
<td>8%</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Response</th>
<th>Home Builders</th>
<th>Fire Service</th>
<th>Sprinkler Contrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50%</td>
<td>92%</td>
<td>82%</td>
</tr>
<tr>
<td>Not sure</td>
<td>38%</td>
<td>5%</td>
<td>18%</td>
</tr>
<tr>
<td>No</td>
<td>12%</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Will offer this?</th>
<th>Yes</th>
<th>Not Sure</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15%</td>
<td>46%</td>
<td>39%</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Builders</td>
<td>77%</td>
</tr>
<tr>
<td>Fire Service Professionals</td>
<td>93%</td>
</tr>
<tr>
<td>Sprinkler Contractors</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.”
**EVALUATION (C O N ’ T)**

**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."
“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.”
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.
Post card and e-flyer invitations were developed for each Pilot Program.
Press releases were developed for each Pilot Program and sent to local media.

The National Home Fire Sprinkler System Pilot Program Comes to Goodyear

The Home Fire Sprinkler Coalition (HFSC) will be hosting the Build for Life pilot program at a new subdivision in Goodyear, part of a national homeowner 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 this system 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 the 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 homeowners,” said Bonnie Morgan, Director of Sales and Marketing for Zacher Homes. “We encourage homeowners 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.flamesafe.org.

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.

When: 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 Build for Life pilot program, part of the national homeowner 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. A representative from DoE’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 automatically activated by heat. Fire sprinklers control a fire in its early stages and 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: 8217 W. Harvard Street, Goodyear, Arizona

Directions: From 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.
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.

**BUILDER**
KB Homes model home was located in the Briarfield Community in Marrietta, GA.

**FIRE DEPARTMENT**
Marrietta 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.
<table>
<thead>
<tr>
<th>Question</th>
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<td>5</td>
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<td>Are you familiar with the trade ups fire sprinkler systems offer?</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Please check all items that would cause you to include a fire sprinkler system when building a new home.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Request</td>
<td>3</td>
<td></td>
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<tr>
<td>Marketing Advantage</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>To Benefit from a Trade-Up</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td></td>
</tr>
<tr>
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<td>4</td>
<td>2</td>
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<td>0</td>
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<tr>
<td>Concealed sprinklers are mounted flush in ceilings.</td>
<td>5</td>
<td>1</td>
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</table>
Marietta Daily Journal

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, recently 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-285 north to exit 113 (SR 120 Loop N, Marietta Pkwy.) Turn left off the ramp, go west toward Hwy 41. Turn right on Hwy 41 (Coile Pkwy) and go north about two miles to White Circle (RV dealership will be on the corner). The Briarfield neighborhood is just ahead on the right...

http://atlantahomebuilders.clicksnp.com/cnx/newsletters/841895/view_last_story=954
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.

**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**
### Pre-Event Survey

**Sanford, FL**

<table>
<thead>
<tr>
<th></th>
<th>YES/TRUE</th>
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<tbody>
<tr>
<td>1/ Have you built a home with an installed (or automatic) fire sprinkler system?</td>
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<td>22</td>
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<tr>
<td>2/ Are you familiar with the trade ups fire sprinkler systems offer?</td>
<td>7</td>
<td>20</td>
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<td></td>
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<tr>
<td>Customer Request</td>
<td>19</td>
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<tr>
<td>Marketing Advantage</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>To Benefit from a Trade-Up</td>
<td>12</td>
<td></td>
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<tr>
<td>Other - Life Safety</td>
<td>4</td>
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<td>10/ Concealed sprinklers are mounted flush in ceilings.</td>
<td>21</td>
<td>15</td>
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Safety first


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.
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.

**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

**ADVERTISING**
- THE ARIZONA REPUBLIC Full page ad. Circulation: 452,016
## Pre-Event Survey

**Goodyear, AZ**

<table>
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Mandatory or new-home option?

The retail cost can vary by builder. A medium size of a new house in the Valley starts at $150,000 in February.

**How fire sprinklers work**

When heat from the fire reaches 135°F, the sprinkler head will automatically release the spray of water.

**Sprinklers set off opponent**

An Arizona family was faced with the unexpected after a fire was set off by a sprinkler system.

**Mandatory or optional in new homes?**

The mandatory or optional status of sprinklers in new homes varies by location and building code.
Ad ran in “The Arizona Republic” along with a link on the newspaper Web site.
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).
### PRE-EVENT SURVEY

**KNOXVILLE, TN**

<table>
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Conducted program with Homes by John Hershberger 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.
### Pre-Event Survey

**Cleveland, OH**

<table>
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</tr>
<tr>
<td>Other</td>
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<tr>
<td>Insurance Savings</td>
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<td>Added Value</td>
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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), 40 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.

“Homes by John Hershberger is 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 fire 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.


Kick off S at our Beach Wine Tast
Friday, May 27t
4-8 pm
Sample the New Twin Fin St

the Unexpected

Wine & Gift Baskets

1840 Tc
Green
330-896
Open 1

Featured story in “South Side News Leader”
Display ads ran in the Akron Beacon Journal reaching 1.1 million readers gross.
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.

**BUILDER**
Brookstone Homes, Oconomowoc, WI

**FIRE DEPARTMENT**
Slinger Fire Department

**SPRINKLER CONTRACTOR**
US Fire Protection

**NUMBER OF ATTENDEES**
35

**ADVERTISING**
- WKTI-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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>YES/TRUE</th>
<th></th>
<th>NO/FALSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/</td>
<td>Have you built a home with an installed (or automatic) fire sprinkler system?</td>
<td></td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>2/</td>
<td>Are you familiar with the trade ups fire sprinkler systems offer?</td>
<td></td>
<td>11</td>
<td>3</td>
</tr>
</tbody>
</table>
| 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 |
  / Distance from Fire Dept. | 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.

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. Test 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. Snacks and Drinks 12 - 3 p.m., plus food and fun for the entire family.
Take US Hwy 41 to 60, East to City C, North to Cedar Blvd.
262-894-1651 • www.brookstonehomes.com

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. Test 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 getaway to Wisconsin Dells.
• Complimentary lunch sponsored by Brookstone Homes.

2180 Cedar Bluffs Drive, Slinger
Take US Hwy 41 to Hwy 60, East to City C, North to Cedar Bluffs extension.
For more information please call 262-644-2024 or visit www.brookstonehomes.com
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.
### PRE-EVENT SURVEY

#### CHICAGO, IL

<table>
<thead>
<tr>
<th>Question</th>
<th>YES/TRUE</th>
<th>NO/FALSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/ Have you built a home with an installed (or automatic) fire sprinkler system?</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2/ Are you familiar with the trade ups fire sprinkler systems offer?</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Request</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Marketing Advantage</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>To Benefit from a Trade-Up</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Other - Ordinance</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>4/ A fire sprinkler system runs off the main water line.</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5/ When smoke activates the smoke alarm, it sets off the sprinkler system.</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>6/ When there is a fire, only the sprinkler closest to the fire operates.</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>7/ A single sprinkler can protect a room 20 X 20 feet.</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>10/ Concealed sprinklers are mounted flush in ceilings.</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>
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, 1.888.633.7222 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.
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.
## Pre-Event Survey

### Sherwood, OR

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

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: 16992 S.W. Boster Lane, Sherwood
When: 11 a.m. - noon, today
Sponsors: TriMet, In 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 58 percent."

Adding sprinkler systems to a new house increases the total building cost by about 1.5 percent, said Karen Babanks, whose agency, TriMet 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 carpet."

There are other benefits, she said. Sprinklers attacking a burning 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 16992 S.W. Boster Lane, will remain open to the public through next spring.

Dana Times: 503-294-5979
danatimes@news.oregonlive.com

Feature story in "The Oregonian"
Ads appeared in the Oregonian reaching 333,515 readers.

Two billboards located in areas with more than 900,000 impressions.
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).
# Pre-Event Survey

**Hartford, CT**

<table>
<thead>
<tr>
<th></th>
<th>YES/TRUE</th>
<th>NO/FALSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/ Have you built a home with an installed (or automatic) fire sprinkler system?</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>2/ Are you familiar with the trade ups fire sprinkler systems offer?</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>3/ Please check all items that would cause you to include a fire sprinkler system when building a new home.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Customer Request</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>- Marketing Advantage</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>- To Benefit from a Trade-Up</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>- Other - Life Safety</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>4/ A fire sprinkler system runs off the main water line.</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>5/ When smoke activates the smoke alarm, it sets off the sprinkler system.</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>6/ When there is a fire, only the sprinkler closest to the fire operates.</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>7/ A single sprinkler can protect a room 20 X 20 feet.</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>8/ In a standard residential system (NFPA 13D) smaller bathroom and closets do not have to be sprinklered.</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>9/ In a standard residential system (NFPA 13D) the attic and garage space must be sprinklered.</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>10/ Concealed sprinklers are mounted flush in ceilings.</td>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>
Ad appeared in the “Harford Courant” 11 times reaching 2 million readers (gross).
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.
**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>
<thead>
<tr>
<th>Cohort</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builders/realtors</td>
<td>2.11</td>
<td>4.07</td>
</tr>
<tr>
<td>Fire professionals</td>
<td>3.45</td>
<td>4.71</td>
</tr>
<tr>
<td>All respondents</td>
<td>2.88</td>
<td>4.44</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Prospective Usage of DVD Video</th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>79%</td>
<td>70%</td>
<td>74%</td>
</tr>
<tr>
<td>Maybe</td>
<td>21%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Probably Not</td>
<td>0%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>No answer</td>
<td>0%</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Evaluation of System Demonstration</th>
<th>Help Understand System Operation</th>
<th>Full Understanding of Workings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builders/realtors</td>
<td>4.46</td>
<td>4.31</td>
</tr>
<tr>
<td>Fire professionals</td>
<td>4.45</td>
<td>4.61</td>
</tr>
<tr>
<td>All respondents</td>
<td>4.45</td>
<td>4.48</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Time Allotted to System Demonstration</th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too much</td>
<td>7%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Too little</td>
<td>0%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>About right</td>
<td>93%</td>
<td>95%</td>
<td>94%</td>
</tr>
</tbody>
</table>

**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>
<thead>
<tr>
<th>Where did you take Builder Kit?</th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>14%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Office</td>
<td>79%</td>
<td>70%</td>
<td>74%</td>
</tr>
<tr>
<td>Neither</td>
<td>0%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Both</td>
<td>7%</td>
<td>25%</td>
<td>18%</td>
</tr>
</tbody>
</table>
**Table 5B – Showed Builder Kit to Others?**

<table>
<thead>
<tr>
<th></th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>50%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Prospective buyers</td>
<td>14%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Others</td>
<td>21%</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>None</td>
<td>14%</td>
<td>30%</td>
<td>24%</td>
</tr>
</tbody>
</table>

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

**Table 5C – Amount of Brochure Read**

<table>
<thead>
<tr>
<th></th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of it</td>
<td>36%</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Some of it</td>
<td>64%</td>
<td>35%</td>
<td>47%</td>
</tr>
<tr>
<td>None</td>
<td>0%</td>
<td>20%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Table 5D – Watched the Video Since Demonstration**

<table>
<thead>
<tr>
<th></th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>21%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>No</td>
<td>79%</td>
<td>80%</td>
<td>79%</td>
</tr>
</tbody>
</table>

**Table 5E – Amount of Consumer Flyer Read**

<table>
<thead>
<tr>
<th></th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of it</td>
<td>50%</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Some of it</td>
<td>36%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>None</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Table 5F – Would Give the Flyer to Prospects**

<table>
<thead>
<tr>
<th></th>
<th>Builders</th>
<th>Fire Pros</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>21%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>79%</td>
<td>90%</td>
<td>85%</td>
</tr>
</tbody>
</table>

**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 a sprinkler system to the homebuyer;
- 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**

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

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.”
WEB COMMENTS

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
Mooresville, 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
Liburn, 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 Tiler
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

Raymond 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. Martelton
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
Foreshill Fire Protection District
Foreshill, CA
Please send two copies as I am currently a Battalion Chief with the city of Rocklin and the Fire Chief of the Foreshill 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
Schuykill Haven, PA
Expect to expand business this year. already use PEX for all our service supplies. have always been at thr 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 home 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
WEB COMMENTS

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 Giboson  
Hunterdon County Fire Chiefs Assoc.  
Ringoes, 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 downloadable 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 housing 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 retrofit 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
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 Gibsosn
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 am 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 department’s 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.