

# MARKETING HOMES PROTECTED BY FIRE SPRINKLER SYSTEMS

**A GUIDE FOR REAL ESTATE PROFESSIONALS**



**Home Fire Sprinkler<sup>®</sup>**

**COALITION**

Protect What You Value Most<sup>™</sup>

**HomeFireSprinkler.org**

## HOME FIRE SPRINKLER SYSTEMS – A GROWING TREND THAT’S HERE TO STAY

If you’re marketing a home with a fire sprinkler system, you’ve got a great selling feature. The nonprofit Home Fire Sprinkler Coalition (HFSC) wants to help you make the most of it.

Each year, fires kill or injure tens of thousands of people, 80% of them in homes. Among those most at risk are young children and older adults. What better selling feature could you offer than a home equipped with a firefighter on duty 24 hours a day!

### Fire Sprinklers Save Lives

Fire sprinkler systems provide the ultimate in fire protection. They control or extinguish fires fast, limiting the spread of deadly heat and toxic smoke. That saves lives and protects property, family heirlooms and other valuables.

### If you haven’t yet listed a home with fire sprinklers, you will soon.

Fire sprinklers have been saving lives for more than a century, but now reduced labor costs and low-profile sprinklers have helped make fire sprinklers affordable for homes. And because fire sprinklers simply have no life safety equal, national codes now require sprinklers in new home construction. Similar local ordinances are in place in hundreds of jurisdictions across the U.S. and Canada.

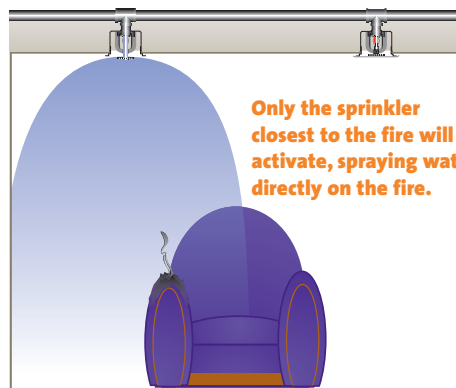
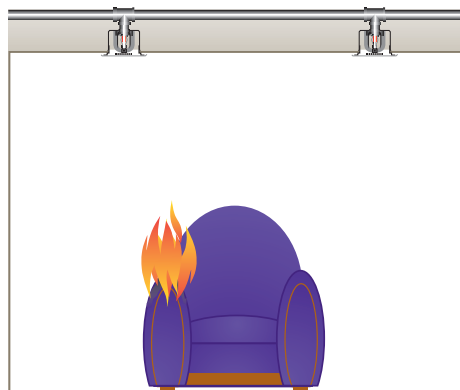


### Fire Sprinklers Increase a Home’s Value

A national poll conducted by Harris Interactive® found that nearly two-thirds (69 percent) of U.S. homeowners say having a fire sprinkler system increases a home’s value.

### HOW HOME FIRE SPRINKLERS WORK

**Sprinklers are linked by a network of piping, typically hidden behind walls and ceilings and usually drawing upon household water sources.**



HOMEOWNERS WILL ALSO FIND THAT THE FIRE SPRINKLER SYSTEM CAN PROVIDE A GENEROUS DISCOUNT ON INSURANCE. A RECENT POLL OF PROPERTY AND CASUALTY INSURERS BY HFSC SHOWED THAT DISCOUNTS AS HIGH AS 35% ARE OFFERED FOR HOMES WITH SPRINKLERS. BECAUSE DISCOUNTS VARY, HOMEOWNERS SHOULD SHOP AROUND FOR THE BEST DISCOUNT.

## FIRE SPRINKLERS ADD VALUE

By being ready with fire sprinkler facts, you can keep buyers focused on the assets – life safety, property protection and increased value – and sell the home faster.

Despite all the good things about fire sprinklers, prospective buyers are likely to have heard inaccurate information about fire sprinklers and be concerned by incorrect special effects they've seen in movies.

### Fire sprinklers do not go off all at once.

They are individually activated by the heat from a fire, and 90% of fires are stopped by a single sprinkler.

Fire sprinklers protect the home 24 hours a day, automatically. Fire sprinklers are linked by a network of piping, primarily a strong, non-combustible plastic pipe, hidden behind walls and ceilings. Most fire sprinkler systems operate off the household water main. When water pressure is a problem, the system is fed by a storage tank.



*Sidewall Sprinkler*

*Concealed Sprinkler*

*Pendent Sprinkler*

There are several types of fire sprinklers made for homes; some are for installation on walls and others in ceilings: some are concealed by a plate. All residential fire sprinklers are much smaller and lower-profile than the types of sprinklers used in commercial properties.

Each sprinkler has a temperature-sensitive element. Sprinklers individually activate when the temperature reaches between 135°-165°F. They control the fire while the fire department arrives.

## HARRIS INTERACTIVE® SURVEY FINDINGS

- 38% OF HOMEOWNERS SAY THEY WOULD BE MORE LIKELY TO PURCHASE A NEW HOME WITH SPRINKLERS THAN WITHOUT THEM.
- 45% SAY A SPRINKLERED HOME IS MORE DESIRABLE THAN AN UNSPRINKLERED HOME, MOST OFTEN BECAUSE OF ADDED SAFETY PROVIDED BY SPRINKLERS (51%).
- 63% OF HOMEOWNERS ARE AWARE FIRE SPRINKLERS ARE AVAILABLE FOR HOME USE.
- HOMEBUILDERS WHO OFFER FIRE SPRINKLERS ARE SEEN BY HOMEOWNERS AS BEING “SAFETY CONCERNED” (70%), “INNOVATIVE” (52%) AND “CARING” (51%).

Smoke, cooking vapors or steam cannot cause the sprinklers to activate – **sprinklers only operate in response to the high temperature of a fire.**

### Maintenance is a Snap

Sprinklers require very little maintenance. It's essential to keep the water valve turned on, so a simple visual inspection should be done routinely to ensure the valve is open. (Keeping the valve padlocked in the “on” position is a good idea.) And, inspect the pipes and sprinklers occasionally to make sure nothing is obstructing them.

Every home sprinkler system should have a water flow test on a regular basis. It's a simple test that can be done by the homeowner or a fire sprinkler contractor.

## THE ADVANTAGES OF A HOME FIRE SPRINKLER SYSTEM

### With Fire Sprinklers

- The sprinkler closest to the fire activates
- Water contains or extinguishes fire
- Residents have time to safely escape
- Surrounding rooms are protected from fire and water damage

### Without Fire Sprinklers

- Flames grow and spread
- Heat and toxic gases spread room to room
- In as few as three minutes, the fire becomes deadly
- Flashover occurs and the gases and combustible materials burst into flames

It typically takes fire departments 9-12 minutes after a fire has started to arrive. By then firefighters will have to use high pressure hoses, applying water at 125 gallons per minute. The home may be lost and the family displaced.

Fire sprinklers work so fast that they often put out a fire before the fire department arrives.



IN SCOTTSDALE, AZ, A 15-YEAR STUDY OF HOME FIRE SPRINKLERS SHOWED THAT THE AVERAGE LOSS PER SPRINKLERED FIRE INCIDENT WAS \$2,166 COMPARED TO MORE THAN \$45,000 FOR UNSPRINKLERED HOMES.

## KNOW THE MYTHS ABOUT FIRE SPRINKLERS

Be prepared to “bust” these common myths about home fire sprinklers:

### **Myth: If one goes off, they all go off.**

Fact: Sprinklers activate independently; only the sprinkler closest to the fire will activate.

### **Myth: Sprinklers will leak.**

Fact: Sprinkler mishaps are generally less likely and less severe than home plumbing system problems.

### **Myth: Water damage from sprinklers is worse than fire damage.**

Fact: A sprinkler flows 10-26 gallons of water per minute. The property loss in a sprinklered home fire is a small fraction of the typical loss in an unsprinklered home fire.

### **Myth: Sprinklers will freeze in winter.**

Fact: The national installation standard provides guidance for proper installation in cold regions and appropriate additional insulation and anti-freeze usage.

### **Myth: The fire department will be able to put out the fire and save my things.**

Fact: In the 9-12 minutes a fire department needs to respond, an uncontrolled fire will grow and spread through the home, causing tremendous smoke and fire damage.

### **Myth: I have smoke alarms so I don't need fire sprinklers.**

Fact: Smoke alarms are essential in every home. But they can only detect a fire. Fire sprinklers detect the fire and automatically control it, saving lives and property.

## MAKE THE FIRE SPRINKLER SYSTEM A SELLING POINT

Promote the benefits of living in a home protected by fire sprinklers, just as you would a security system, central air, custom kitchen or master suite.

Be sure to feature fire sprinklers in listing materials, advertising, open houses, virtual tours and other presentations.

Contact a local residential fire sprinkler contractor or your local fire department to answer questions for prospective buyers and home inspectors.



This program is supported by Fire Prevention and Safety Grant funding through the U.S. Department of Homeland Security

Learn more at [HomeFireSprinkler.org](http://HomeFireSprinkler.org).

HFSC offers a variety of free materials online and in hard copy that will help you educate prospective buyers.



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