



New Home Construction and Life Safety Sprinklers



FEMA

Quality & Protection = A Competitive Advantage

Problem: Fire kills more people in the United States annually than all natural disasters combined. On average, nearly 4,000 people perish in fires each year. Of those, 82 percent will die in their own homes.

Myth: Fires are a problem exclusive to older homes.

Fact: The leading causes of fires in both old and new homes are directly related to human behavior, such as:

- cooking (both attended and unattended);
- heating fires (including space heaters);
- careless smoking; and
- children playing with matches and lighters.

None of these is related to the structure itself!

Electrical fires that are structurally related account for only 10 percent or less of all home fires.

Fact: The home is the most dangerous place for a fire. Not only do home fire sprinklers dramatically reduce the risk of home fire deaths, they also decrease fire damage by as much as two-thirds compared to those without sprinklers.

No other option provides a home buyer with the peace of mind that fire sprinklers can. Including fire sprinklers in the homes you build is like hiring a firefighter to live with your buyer!

Solution: *Automatic life-safety sprinklers!*

Make your quality homes stand out above the competition. Install sprinklers. It's a Win/Win situation!

Sprinklers Offer Economic Incentives to Home Builders and Peace of Mind to Your Buyers!

There are two types of incentives for the home builder who voluntarily installs fire safety sprinklers in new home construction: **economic**, such as reduced impact fees, and **design alternatives/tradeoffs** like reduced compartmentation requirements or longer distances to exits.

Some design alternatives are in the building codes and some are not. For example, the model building codes already allow longer distances to exits in certain occupancies when the home will be sprinklered. They also allow lower fire resistance of certain separations if sprinklers are present.

But the building codes also limit these allowances, so builders should work with their local fire officials to look at what is allowed already and what they will need to amend or pre-empt in order to give the desired incentives.

Just because a design alternative is already in the building code does not mean that it should not be offered. The fact is, many architects and builders are not aware of these alternatives. Informing them could mean the difference in getting sprinklers installed.

The purpose of incentives is to reduce the net cost of installing sprinklers. Most of the incentives do not reduce the direct cost of sprinkler installation, that is, the price charged by the sprinkler installer for the work. But any cost that is reduced or avoided because sprinklers are installed will reduce the total cost of the project - thus the term **net cost reduction**.

The justifications for giving incentives are valid. For one, fires in sprinklered homes require about one-half the number of firefighters and apparatus within the community. This lowers the demand on fire department resources and allows more liberal response times for backup companies. For another, if fewer fire stations are needed or new stations can be delayed, avoiding additional taxes or fire service fees reduces the economic impact on the home buyer.

Incentives can go individually to the developer and/or the builder. It should be kept in mind that the direct benefit to one individual will result in a net cost reduction if the cost savings are passed on.

For example, if the developer saves money because he was allowed to install smaller water mains and fewer hydrants, the savings can be passed on to the builder and ultimately to the owner through lower property costs.

The incentives listed below are not in any particular order. A description and discussion of each incentive can be found on the RFSI Web site at www.firesafehome.org

Incentives: Who benefits?

	Developer	Builder
Reduced impact fees	X	X
Increased density	X	
Reduced fire flow	X	
Hydrant spacing	X	
Longer access road distance	X	
Longer distance from fire stations	X	
Reduced access to building sides	X	
Narrower streets	X	
Fewer parking restrictions	X	
Longer cul-de-sacs	X	
Reduced turnaround radius	X	
Reduced permit fees		X
Reduced or exempted plan review fees		X
Reduced or exempted fees for field inspections	X	
Reduced fire resistance ratings, no parapet walls	X	
Increased distance to exits		X

“The Family Tree” (HOUSE!)

On January 1, 2001, a float called, “The Family Tree,” won the Tournament of Roses President’s Trophy for most effective overall floral presentation, use of flowers, and design of floral arrangements.

The float, built and presented by the National Association of Home Builders (NAHB), kicked off NAHB’s 2001 **Home Builders Care** campaign, a celebration of the home building industry’s commitment to strengthening the **Fabric of America** - the theme of the parade - through community-service projects that support families, revitalize communities, and provide services for neighbors in need.

Now home builders can weave a new thread into that fabric - **Protection!** As surely as home builders can guarantee **Quality** in the homes they build, **Protection** is now a low-cost option that all builders can provide to protect America’s families.

How can a home builder guarantee both quality and protection? **Simple!** By installing life safety sprinklers in all new home construction, the home builder can guarantee a reduction in fire-related consequences in the community over the long haul.

As the family tree grows stronger, so too does the foundation the home builder built! The design of the fabric starts with the home builder - weave the best and safest design for the family!!

By providing sprinklers in new homes, the Home Builders Care campaign can protect the needs of today’s and...tomorrow’s home buyers!!

Become a Partner for a Fire Safer World!

Quality, Protection, Competition

Quality: From the shingles down to the foundation, quality products and craftsmanship ensure the integrity of the home you build!

Protection: With fire sprinklers, a home builder can guarantee that what buyers put into their home is as safe as what you put into the house!

Competitive Advantage: Offer something the competition does not - *sprinklers offer protection* - and watch your home sales soar!

Where to go for more home fire safety information:

Residential Fire Safety Institute (RFSI)

8935 Vendegriff Way N. • Maple Grove, MN 55311
www.firesafehome.org

www.blazemaster.com

www.phccweb.org

www.firstalert.com

www.polyurethane.org

www.homefiresprinkler.org

www.nema.org

www.ul.com

www.firesprinkler.org

www.pfa.org

www.nfsa.org

www.plastics.org

www.sprinklernet.org

www.safesleep.org

www.nfpa.org

www.wirsbo.com

For more information or copies of this publication,
please contact:

Federal Emergency Management Agency U.S. Fire Administration

16825 South Seton Avenue
Emmitsburg, Maryland 21727
800-561-3356
www.usfa.fema.gov

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