

# Fire Sprinkler Facts

## Home Builders Edition



### WHY INSTALL FIRE SPRINKLERS IN NEW HOMES?

- Over 80% of all fire deaths occur in the home. The single most effective way to prevent fire-related deaths is the installation of residential fire sprinklers.
- Modern homes burn 8 times, 800%, FASTER than older homes. Your customers typically have less than 3 minutes after the smoke alarm goes off to get their family out safely!
- Three out of four (74%) of U.S. homeowners who were educated about how fire sprinklers worked, said they would be more likely to buy a home with fire sprinklers than one without.<sup>1</sup>
- Nearly 60% of informed homeowners say fire safety is very important to them and that the majority would rather buy a sprinklered home.<sup>1</sup>
- Home fire sprinkler systems are one of the top four most desired items by informed homeowners.<sup>1</sup>
- Seven out of ten (70%) informed home owners say a sprinklered home has more value than a home without sprinklers.<sup>1</sup>

### HOW DO FIRE SPRINKLERS WORK?

- Fire sprinklers are life safety systems; therefore installation is required only in living areas.
- Fire sprinklers are activated by heat. Smoke and/or smoke alarms will not activate a fire sprinkler.
- Only the sprinkler head activated by the heat will discharge. Water from the sprinkler contains or extinguishes the fire.
- The sprinkler nearest a fire will operate automatically while the fire is still small, controlling or extinguishing it. In 90% of structure fires, only one or two sprinkler heads activate, protecting surrounding rooms from fire, heat, smoke and often water damage.
- Sprinkler piping is installed behind walls and ceiling, just like plumbing.
- Home fire sprinklers are most often supplied with the domestic water supply. The requirements for a residential (13D) system are a significant cost savings over 13R and 13.

### WHAT ARE THE COST BENEFITS OF FIRE SPRINKLERS?

According to most recent reports, incentives saved home-builders approximately \$1,949.00 per building lot and saved developers approximately \$1,271.00 per lot and \$10,752.00 per cul-de-sac.<sup>2</sup>

Incentives currently implemented in communities around the country include:

- Reduced or waived fees
- Improved fire ratings for building assemblies
- Reduction in property taxes
- Reduced requirements for the number of fire hydrants in a development
- Reduced requirements for minimum road width
- Reduced requirements for fire flows
- Reduced requirements for cul-de-sac width
- Increased allowable dead-end street length

### PARTNER WITH US TO SAVE YOU MONEY!

<sup>1</sup> Harris Poll® (2014) conducted on behalf of the Home Fire Sprinkler Coalition and underwritten by a federal Fire Prevention & Safety grant

<sup>2</sup> Harris Interactive® (2005) survey conducted on behalf of the Home Fire Sprinkler Coalition

**Fire is devastating to people's lives when they are burned. The costs of care is extremely high causing physical, emotional, and financial burdens to all.**



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Established in 1905, the National Fire Sprinkler Association (NFSA) is the voice of the fire sprinkler industry. NFSA leads the drive to get life-saving and property protecting fire sprinklers into all buildings; provides support and resources for its members – fire sprinkler contractors, manufacturers and suppliers; and educates authorities having jurisdiction on fire protection issues. Headquartered in Patterson, N.Y., NFSA has regional operations offices throughout the country.