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.¹
• Nearly 60% of informed homeowners say fire safety is very important to them and that the majority would rather buy a sprinklered home.¹
• Home fire sprinkler systems are one of the top four most desired items by informed homeowners.¹
• Seven out of ten (70%) informed home owners say a sprinklered home has more value than a home without sprinklers.¹

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.