



rapid response™
HOME FIRE SPRINKLER SYSTEM



AN INFORMATIONAL AND SELLING GUIDE FOR REAL ESTATE PROFESSIONALS



RAPID RESPONSE™ HOME FIRE SPRINKLERS – A POWERFUL SELLING ADVANTAGE

Home sprinklers deliver safety, savings, value, and peace of mind for home buyers. They also provide valuable marketing and selling benefits for real estate professionals and builders. Rapid Response Home Sprinkler Systems offer an array of advantages for everyone involved.

Success in Scottsdale, Arizona

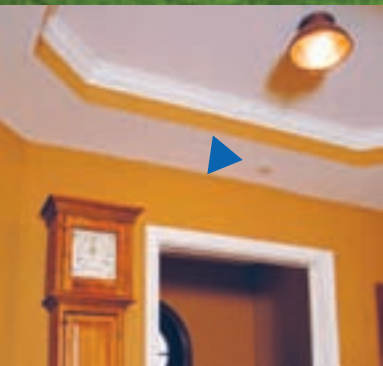
Home Fire Sprinkler Systems have been required in all new homes in Scottsdale, AZ since 1986. Today, more than half of homes there are protected with fire sprinklers. There have been no deaths in sprinklered homes, while 13 people died in homes without sprinklers. Fire damage in homes with sprinklers has been significantly less as well.†

Today, over 200 other U.S. communities require fire sprinklers in new homes, and numbers like these make it easy to see why.

† The Scottsdale Report, 15-Year Data Based on Fires 1998-2001 by the Rural/Metro Fire Department



	Scottsdale Homes With Fire Sprinklers	Scottsdale Homes Without Fire Sprinklers
Fire Deaths	0	13
Average Fire Loss	\$2,166	\$45,019



ADVANTAGES FOR HOME BUYERS... AND YOU

When you market a home with a Rapid Response Fire Sprinkler System, you've got a great selling feature.

It's like having a firefighter on duty 24 hours a day

Sprinkler Systems:

- Control or extinguish fires quickly
- Limit the spread of deadly heat and toxic smoke
- Save lives of people and pets
- Protect property and family heirlooms

Adding value to homes

- 69% of U.S. homeowners say having a sprinkler system increases a home's value*
- Insurance Companies offer up to 20% off homeowners' insurance policies
- Entire Rapid Response System backed by an exclusive, 10-year warranty

* National Poll Commissioned By Harris Interactive®

Smoke Alarms Aren't Enough

Smoke alarms are excellent at detecting smoke and alerting homeowners, and they should be installed in every home. However, only a fire sprinkler system can control or extinguish a fire.

A recent study found that only 72%–76%** of people wake up when a smoke alarm (60 dBA) is sounded.

One in three U.S. home fire fatalities occurred in homes with working smoke alarms.^{***}

** U.S. Fire Administration (National Fire Data Center) Topical Fire Research Series, Volume 5 – Issue 1, March 2005

*** NFPA Fire Analysis & Research – U.S. Experience with Smoke Alarms 04/07



FACTS AND MYTHS ABOUT HOME SPRINKLERS



You've probably heard the common myths about sprinkler systems, and it's likely that your clients and prospective buyers have heard them too. Here are some myths and facts to consider and communicate:

MYTH: If one goes off, they all go off.

FACT: Unlike those wacky movie scenes, sprinklers activate independently; only the sprinklers closest to the fire will activate. 90% of residential fires are contained or extinguished by the activation of a single sprinkler.

MYTH: Smoke from burning toast will set off the sprinklers.

FACT: Only extreme temperature activates a sprinkler, not smoke.

MYTH: Water damage from sprinklers is worse than fire damage.

FACT: A sprinkler flows just 10-25 gallons per minute – and property loss in a sprinklered home is significantly less than in an unsprinklered one. (See Scottsdale data on page 1.)

MYTH: Sprinklers are ugly and will ruin the look of my home.

FACT: See our section on "Aesthetically Pleasing Peace of Mind" for excellent examples of how small, unobtrusive, and stylistically accommodating a sprinkler system can be.



MYTH: Home sprinklers are expensive.

FACT: The cost of a sprinkler system is about that of a flooring upgrade when building a house.

RAPID RESPONSE SYSTEMS – AESTHETICALLY PLEASING PEACE OF MIND

Rapid Response sprinklers are available in a wide variety of styles, colors, and finishes – including brass, chrome, white and customer colors – to complement any décor or interior paint colors. As you can see here, the variety of sprinkler types allows for easy integration into walls and ceilings.

Thanks to the spectrum of choices, even custom homes with unique layouts, high or sloped ceilings or other distinctive architectural features can be accommodated in an aesthetically pleasing way.

AVAILABLE STYLE AND COLOR OPTIONS



Flat Plate Concealed



Recessed Pendant



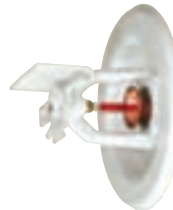
Flush Pendant



Flush Sidewall



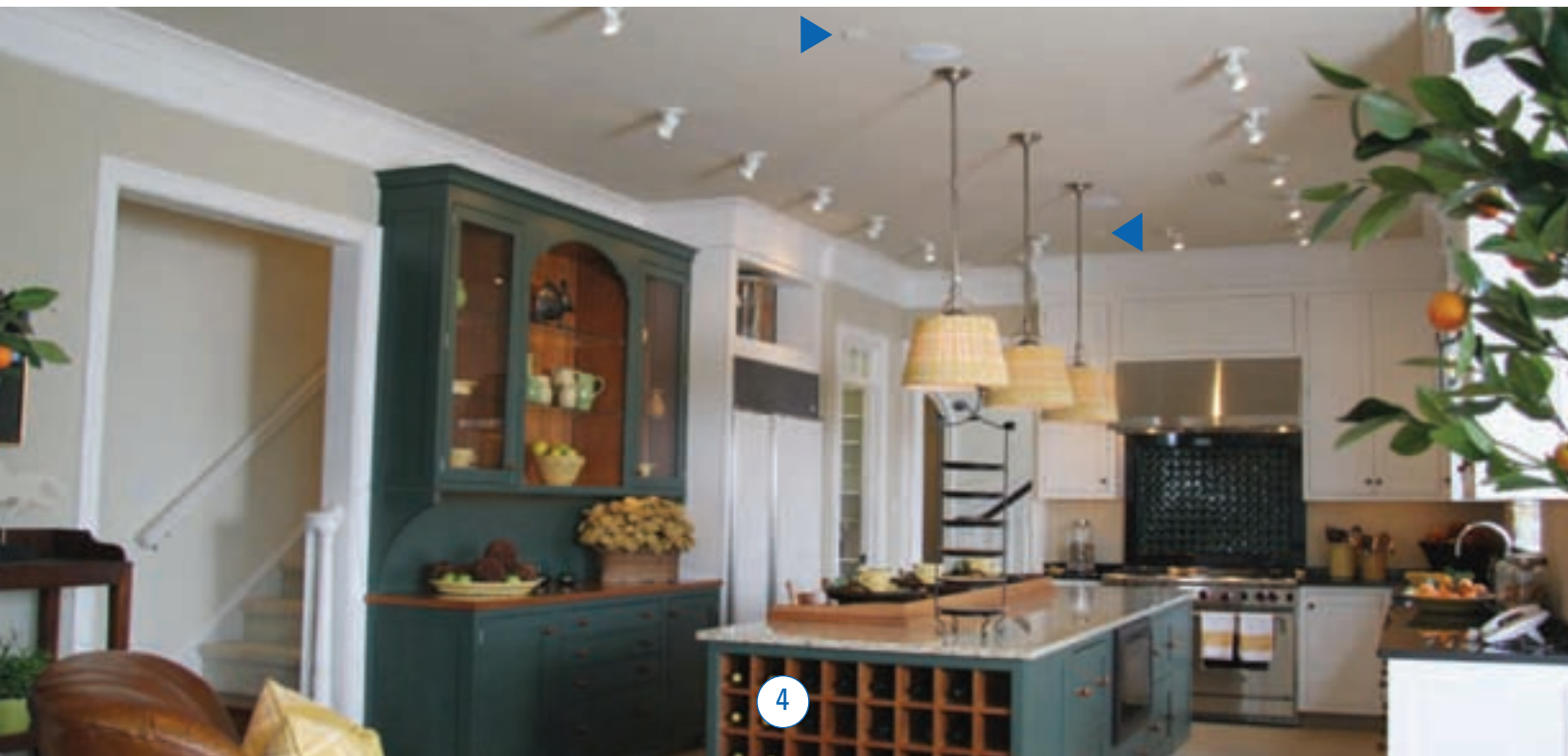
Domed Concealed



Recessed Sidewall



Any Sherwin-Williams color can be matched to the Flat Plate and Domed Concealed sprinklers you install.



HOW RAPID RESPONSE SYSTEM SPRINKLERS WORK

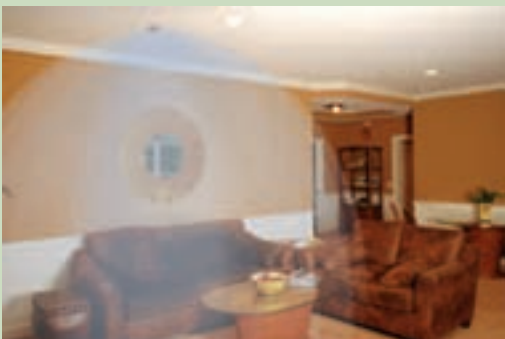
There's no mystery to the effectiveness and aesthetic appeal of the Rapid Response System. The technology is safe and proven. Here's a basic overview:

- o Each sprinkler protects an area up to 20' x 20' – an average new home requires only 20-30 sprinklers
- o Only the sprinkler(s) closest to the fire will activate, spraying water directly on the fire
- o Each sprinkler will not activate until the temperature reaches at least 155°F
- o Sprinklers are linked by a network of CPVC piping hidden behind walls and ceilings in finished areas and are usually supplied by the household water source
- o A Rapid Response System can be linked to the local fire company or home alarm system so they're immediately notified when a sprinkler activates

EXAMPLE:



Each sprinkler protects the area below it. Excessive heat activates the sprinkler over that area.



Only the sprinkler closest to the fire will activate, spraying water directly on the fire and the area that the sprinkler has been designed to protect.





LOOK UP AND SELL – PROMOTE THE ADVANTAGES OF RAPID RESPONSE

As you've seen, there are multiple advantages for everyone with the installation of Rapid Response Home Sprinkler Systems. Home buyers can receive peace of mind, safety and insurance savings. Builders can add a significant selling advantage that adds value to a home for the life of the structure. And you can point out safety benefits that simply aren't available on older homes without sprinklers.

To maximize this potential, promote home fire sprinklers in your listing materials, open houses, advertising, on-line listings, virtual tours and other presentations.



LEARN MORE TODAY

If you'd like more information about Rapid Response Home Sprinkler Systems, feel free to contact us at **1-877-GET-TYCO** (438-8926) or visit our Web site at **www.tyco-rapidresponse.com**.



Worldwide Headquarters
451 N. Cannon Avenue
Lansdale, PA 19446