



A program of the Insurance
Institute for Business & Home Safety

FORTIFIED FOR SAFER LIVING®

A National Resilient Construction Standard

PROTECT WHAT'S PRICELESS

A FORTIFIED For Safer Living® home:

- Provides peace of mind for the homeowner, knowing their home is built to last.
- Offers top to bottom protection of the treasures that make a house a home.
- Safeguards investments made to make a home more sustainable and energy efficient.
- Lowers ownership costs.
- Improves the marketability of the home by ensuring that prospective buyers know it was built to the highest standard with a transferable FORTIFIED for Safer Living designation.
- Helps homeowners lower the overall cost of their community's recovery after a disaster. Studies show every \$1 spent on disaster mitigation saves \$4 in community disaster recovery expenses.
- Minimizes homeowners' post-disaster environmental footprint.

The Insurance Institute for Business & Home Safety (IBHS) has two programs for creating resilient single-family residences. FORTIFIED Home™ is a single-hazard program providing construction standards for new homes and retrofit standards for existing homes, which will increase a home's resilience to one specific natural hazard. FORTIFIED for Safer Living® is a multi-hazard program specifying construction, design and landscaping standards to increase a home's resilience and deliver superior performance during ALL natural hazards that threaten the area where the home is located.

The types of natural catastrophes addressed by the FORTIFIED for Safer Living program include:

- Extreme winds
- Wind-driven rain
- Hail
- Earthquakes
- Floods
- Wildfires
- Severe winter weather

Also included are criteria and guidance to protect against:

- Water damage
- Internal fire
- Electrical surge
- Burglary

BENEFITS FOR BUILDERS WHO BUILD FORTIFIED FOR SAFER LIVING® HOMES:

INCREASED REVENUE OPPORTUNITIES

Homeowners are increasingly interested in buying resilient and durable homes. Builders can offer FORTIFIED for Safer Living features as an upgrade to increase revenue.

DIFFERENTIATION AND RECOGNITION

Building FORTIFIED for Safer Living designated homes distinguishes builders as leaders in resilient construction and community stewardship, providing valuable peer and public recognition.

ENHANCED CUSTOMER PEACE OF MIND

The resilient features built into FORTIFIED for Safer Living homes increase customer peace of mind and satisfaction knowing that their home is built to provide the highest level of protection for the things that are priceless.

SUPPORT FROM IBHS, THE LEADER IN DISASTER RESILIENCE

Builders have their home designs and specifications approved prior to construction start, ensuring that critical features are properly incorporated to maximize efficiency and minimize costs.



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SEVEN STEPS TO FORTIFIED FOR SAFER LIVING®

- 1 Applicant contacts IBHS with project specifics.
- 2 IBHS assists in identifying the natural catastrophes to be addressed according to FORTIFIED guidelines.
- 3 Project design professional (licensed engineer, architect) reviews the FORTIFIED for Safer Living Standards to confirm design and material requirements for the risks common in the region where construction will take place.
- 4 Project design professional completes the appropriate self-assessment checklist(s) to verify the project's readiness to meet FORTIFIED requirements and submits these in an acceptable digital format for review by the FORTIFIED Program Administrator.
- 5 Architectural and structural plans and specifications are submitted to IBHS or a FORTIFIED Plan Reviewer for review to ensure proper design is achieved for critical features.
- 6 Certified FORTIFIED professionals monitor the progress of the project, through design and construction, to ensure compliance with FORTIFIED standards.
- 7 A FORTIFIED designation is issued by IBHS after construction is complete and all compliance information has been submitted to IBHS for approval.

FORTIFIED FOR SAFER LIVING® IN ACTION

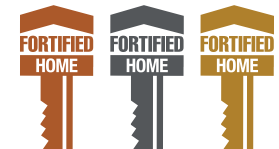

See for yourself how well FORTIFIED for Safer Living homes can perform during high winds by visiting DisasterSafety.org/IBHS-Highlights.



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Find additional information at DisasterSafety.org/FFSL OR visit facebook.com/buildfortified

FORTIFIED residential designations available from the Insurance Institute for Business & Home Safety

 <p>Hurricane and high winds-specific. Three levels of designation are possible. Available for both existing and new construction.</p>	 <p>All risks and exclusively for new construction.</p>
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