

## Is Building FORTIFIED Worth It?

National Tornado Summit  
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Fred Malik




## Is Building FORTIFIED™ Homes Worth It?

## Which home would you want?

## Which home would you want to....

- Live in...
- Live next to ...
- Sell or Buy ...
- Insure ...



## What Does FORTIFIED Cost?

**NEW WOOD FRAME CONSTRUCTION\***

(\*The cost for masonry construction would be slightly less)

FORTIFIED Home™ Upgrade	Estimated Cost <small>(based on home size)</small>
<b>Bronze</b> <small>(level 1)</small>	
Additional nailing and sealing roof deck	\$600-8900
Impact-rated roof covering: Increase over standard shingles <small>(single-level &amp; level only)</small>	\$600-51,200
<b>FORTIFIED Home™ Evaluation Cost</b> <small>Evaluation does not vary by home features, size and level of service provided by evaluator.</small>	\$450 and up




## What Does FORTIFIED Cost?

**RETROFIT EXISTING HOME\***

(\*The cost for masonry construction would be slightly less)

FORTIFIED Home™ Upgrade	Estimated Cost <small>(based on home size)</small>
<b>Bronze</b> <small>(level 1)</small>	
When house is already being re-roofed <small>(single-level &amp; level only) (includes nailing and sealing roof deck, impact-rated roof covering)</small>	\$600- \$1,200
When re-roofing to achieve goals <small>(includes nailing and sealing roof deck, impact-rated roof covering)</small>	\$7,600-\$10,000
When not re-roofing <small>(includes nailing and sealing roof deck)</small>	\$4,500-\$5,500
<b>FORTIFIED Home™ Evaluation Cost</b> <small>Evaluation cost will vary by home features, size and level of service provided by evaluator.</small>	
Initial evaluation	\$450 and up
Inspections of retrofit work <small>(level 1 additional cost)</small>	\$175- \$225





### ROI of getting to Bronze

Cost = \$1,200 (FORTIFYING when re-roofing)



Life of the Roof = 20 years

Number of events = 1

Loss Reduction = \$11,527

ROI = 12%\*


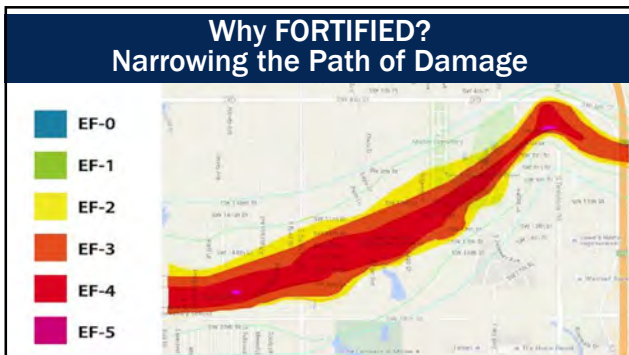
\*Does not include reduced or eliminated loss of use (ALE)

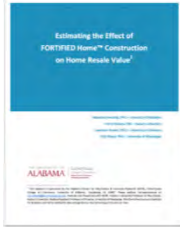
### Reduce Stress

“Repairs and/or reconstruction can be a long haul, and a challenging process to endure, so reducing the stress of your temporary living situation is critical. If a family of 4 or 5 is crammed into a 2 bedroom apartment for 18 months when they are accustomed to living in a 5 bedroom home, that's an important factor to consider.”

—JM, 2007 Witch Creek Fire Survivor

### FORTIFIED Home™ Impacts Resale Values



*“Results show that switching from a conventional construction standard to a Fortified designation increases the value of a home by nearly 7% holding all other variables constant.”*



### Learn More

Download the FORTIFIED Home™ On the Go App for Ipad



Visit [www.FortifiedHome.org](http://www.FortifiedHome.org)



**Thank You**

Questions?



### Before Hurricane Ike



USGS

### Before Hurricane Ike



- Example of FORTIFIED for Safer Living homes that survived a hurricane
- These are some of the 13 FORTIFIED homes as they looked on the Bolivar Peninsula in Texas prior to the arrival of Hurricane Ike in September 2008



### After Hurricane Ike



