Is Building FORTIFIED Worth It?

National Tornado Summit
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Which home would you want?

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

What Does FORTIFIED Cost?

NEW WOOD FRAME CONSTRUCTION

FORTIFIED Home™ Upgrade | Estimated Cost
--------------------------|---------------
Bronze                      | $50K-$60K
Additional siding and roofing | $15K-$20K
Impact rated roof covering | $15K-$20K
Increase over standard homes | $10K-$15K
FORTIFIED Home™ Evaluation Cost | $420 and up

What Does FORTIFIED Cost?

RETROFIT EXISTING HOME

FORTIFIED Home™ Upgrade | Estimated Cost
--------------------------|---------------
Bronze                      | $400-$500
Impact rated sheathing or roofing | $120-$150
Impact rated roof covering | $120-$150
Increase over standard homes | $100-$150
FORTIFIED Home™ Evaluation Cost | $290 and up

Initial evaluation            | $650 and up
Inspections of retrofit work   | $110 to $150
Water Intrusion Highlights

Water Intrusion Demo at the IBHS Research Center

Sealed Roof Deck Demonstration

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)

ROI of getting to Bronze

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

Why FORTIFIED?
Narrowing the Path of Damage

Why FORTIFIED?

If we get the roof right, we can reduce potential losses by as much as 50%
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

Thank You

Questions?

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
IBHS High Wind Commercial Demonstration

1 in 4 Businesses Forced to Close After a Disaster, Never Reopens

Result: $44,769 vs. $4,660

10 times more damage to “Common” than “Stronger” building