

THE NEW PROFIT CENTER

FIREBLOCKING SINGLE FAMILY HOMES = PROFIT\$

Details:

Forecast the Wave

Envision the Future

Set the Standard

Seek Solutions



Step 1: Forecast the Wave

Strict code enforcement and risk of substantial liability have made passive fire protection a hot topic amongst the building community. Firestopping commercial construction and Fireblocking residential 1 & 2 family homes are code requirements that are often overlooked or performed incorrectly. Contractors are forced to quickly become experts on a subject where the enforcing inspector is often only as familiar with the materials, procedures, and requirements as the trades having to perform the work. As a result possible confrontations and failed inspections increase labor and material costs and often result as a profit-taker rather than a money-maker.

As standards become more stringent and construction designs become more complex, it is always wise to keep an open eye for opportunities that may be profitable if realized in time. **Forecasting** a code change or a newly enforced regulation will allow one to explore the possibilities of how to adjust to the changes and develop new strategies for potential profit centers. Currently, less than 10% of the United States enforces the fireblocking requirements for residential 1&2 family homes.

All model building codes including the new IRC Code require ceiling and floor openings to be sealed around wires, pipes, ducts, vents, and other mechanical penetrating items with an approved fireblocking or firestopping caulk or sealant. This prevents the free flow of air which will carry flames, smoke, and toxic gases from story to story and other areas of the house. Fire is a sad tragedy. Safety sells. Consider the benefits that fire protection might provide and visualize the wave.

Step 2: Envision the Future

With the introduction of the New International Residential Code, the code enforcement community is continually being educated on important life-safety issues, and as a result, many city, county, and state municipalities have been paying more attention to detail, especially when fireblocking new home construction.

In several areas scattered on the East Coast and the Mid-West, every new home built has to be fire-caulked to pass the rough or mechanical inspection. The information on this particular code requirement has spread rapidly throughout the code community because it is dealing with a very serious issue... The possibility of a fire tragedy occurring in a house that did not meet the fire code specifications.

Just as the airbag has become standard in virtually all automobiles, fireblocking will eventually be a standard duty performed by particular trades involved with building new homes. Some will resist it and some will embrace it. The ones who embrace the change will be those that will benefit most from their vision and insight.

Take the time to learn about residential fireblocking codes, installation procedures, products, pricing, and technical specifications. Envision how to take advantage of the opportunities that will be available while providing a service that is required by code and helps to save lives.

Step 3: Set the Standard

Getting familiar with the application of fire caulk in a new home is fairly simple. Penetrations around, wires, pipes, and ducts need to be filled at ceiling and floor levels with a sealant that prevents the flow of flames, smoke, and toxic gases. Most materials are required to be filled to about ½ inch. There should be no visible air passage after the void has been filled.

Reading up on the different brands of products, the various types of materials and the applications they have been tested to will aid in selecting the best priced product for that particular application. Using a commercial rated firestopping caulk in a residential home would be much more expensive than using a material designed for residential application. **Firestopping** caulks are for commercial applications and **Fireblocking** caulks are for residential applications. Use the correct product for the job and set up a pricing structure separate from your main job bid. Charging by the square foot is a recommended way to set your price. Depending on the market, .10 - .15 cents is about average to charge a builder. Consider designing a “Fireblocking Package” as a marketing strategy to promote the concept of safety and quality service during installation. Design literature that advertises the experience and benefits that set your standard over the others. You embraced it first.

Step 4: Seek Solutions and Assistance

Firestopping seems complicated on the surface, but the concepts are really quite simple. Always follow the manufacturer’s application requirements and consult your local building department to become familiar with the fire codes and requirements in your area. **Flame Tech Inc.** specializes in providing educational and technical assistance offering a wide range of firestop solutions to ensure contractor profitability. Our firestopping product lines, construction caulks, tools, and accessories are industry leaders known for their high quality, long-lasting durability, and competitive pricing. Our commitment to our customers is to provide these industry leading products with superior service and the most aggressive pricing possible. Contact us with technical questions, local stocking distributors, pricing quotes, or for free samples and information at **1-800-638-3160**.



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