

## Why are Property, People and Pets Expendable?

Structures knocked over and scattered as if they were built with tongue depressors, everything gone, human beings devastated. We've all seen it, year after year, decades on end, witnessed on our televisions and for the unfortunate in real life. Tens-of-thousands of people, their homes, possessions and beloved pets, lost to wild fires and high-winds events like tornadoes and hurricanes. Why aren't our homes, the place where all our most sacred positions are kept, the dwelling where we put our children to sleep, the family sanctuary, why isn't it built better to keep us safe?

There is only one reason...THE ROOF.

It's not impossible or even difficult to re-enforce walls and manufacture impact resistant windows that will withstand Cat-5 hurricanes and F-5 tornadoes winds, as well as make them eternally fire-proof, but why build a structure for high-level safety if the roof burns or gets blown away? Realistically, when the roof is compromised, personal property, helpless people and beloved pets are all in mortal danger!

Most roofing products are marketed as "Class-A" fire resistance, and others are B or C rated. So what does that mean? Let's identify the tests conducted to determine these classifications. "Class-A" means a test was taken whereby a flame will not spread beyond 6-feet in 10-minutes, "Class-B" beyond 8-feet in 10-minutes and "Class-C" beyond 13-feet in 10-minutes. Also in all three classes, the fire will not burn downward to the wood deck and combust into a flame that can be observed from the attic area in a 90-minute time span. Such time spans are considered by the industry as "**Time Enough**" to get everyone safely out of the home (plus whatever you can carry) until the fire fighters arrive. But as eyewitness last year during California's wild-fires, what if the fire department isn't coming? What if a massive tornado or hurricane is raging, and you plus local emergency agencies are hunkered down during the storm? Let's agree to reality. You're extremely vulnerable inside your own home!

Fortunately, a new and exciting roofing system not only prevents fire from spreading beyond 2-feet, it self-extinguishes in under 10-minutes, refuses to reignite, and never allows a fire to reach the wood decking. In addition, this roof has a 200+mph rating that also eliminates vertical wind driven rain from leaking into the structure. Who makes this incredible product? Only 3 IN 1 ROOF does!

No longer is "The Roof" a home's "Weak Link" and therefore it is time all building code officials in high-risk areas throw out their inadequate construction codes and mandate re-building measures equal to safety standards offered by the 3 IN 1 ROOF system. Not only will property, people and pets be far better out of harm's way, a structure's liability will be drastically reduced and insurance companies should accept, recognize and appreciate these sounder re-builds as insurable at a reduced rate with better coverage for the insured. This will also enable underwriters to bring back x-policy holders that were dropped based on their logistics, creating a "win-win-win" for everyone.

No matter what your opinion is regarding *Global Warming*, it is undeniable today's weather patterns are dangerous and as a result, we are paying more for insurance every year, but routinely offered less coverage for our hard earned dollars. With the aid of the 3 IN 1 ROOF system, now's the time to bring a discussion for better building codes out from the limelight and into the spotlight.



Let's protect what is important to us with a 3 IN 1 ROOF system.

