

Homebuyers Facts Sheet



Why Home Buyers Need FortiCel™

- When making one of your largest purchases, FortiCel offers you the protection you need against the costs of potential health effects of mold and mildew growth.
- FortiCel application provides peace of mind for all treated surfaces in your home, even those you can't see everyday.
- 25-year warranty lets you know that mold remediation costs are covered long into the future.
- Resale benefit to the fully transferable warranty adds value and appeal to your home.
- FortiCel is a product with no VOC's that is safe for you family, pets, and entire household.
- Professional application every time provides great assurance for you as a buyer.
- At a fraction of the cost of your home's structure, FortiCel is the best value in mold prevention available!

What is Mold?

- Mold is part of the natural environment & reproduces by means of tiny spores invisible to the naked eye.
- Mold floats through outdoor & indoor air.
- Mold begins to grow when it is exposed to a wet surface & has shelter as well as a food source (wood).
- There are many types of mold & most of them are dependant on moisture to grow.
- Inhaling or touching mold may cause allergic reactions, including hay fevertype symptoms, skin rash, or asthma attacks.
- Molds are capable of compromising the structural integrity of the substrate where they grow.

Look on the back for more common questions and answers!

Quick Answers to Common Questions

What is FortiCel™?

Is FortiCel™ application common?

FortiCel™ is a coating system that is spray applied to the structural framing surfaces of your home, used to ensure that over the life of the building, no mold will grow on its coating surface.

How does FortiCel™ work?

Through cutting edge proprietary coating technology, FortiCel™ provides a finished surface on all building components that will not allow any growth to take place on it. This coating is virtually permanent and provides a full 25-years of warranted protection on any growth to take place on the treated surface.

Is FortiCel™ Safe?

FortiCel™ is completely safe. With no VOCs and no off-gassing, FortiCel™ is safe for your family, pets, and entire household. Rest assured FortiCel™ provides a great deal of protection but is not hazardous in any way.

How does the FortiCel™ warranty work?

Upon closing the transaction for your home, you will receive a document outlining the terms and conditions of the FortiCel™ warranty as well as an outline of all areas that have been treated in your home. If at any point in the future, should you suspect that growth may be taking place in a treated area, please call the toll free number listed on your warranty document. In the unlikely event that growth has occurred, all remediation expenses associated with removing that growth will be covered by your warranty. Eliminating the possibility of unexpected and costly repairs.

How does the warranty protect a builder?

Treating a home that is currently owned by a builder does not effect the warranty and the warranty will transfer automatically when the home is sold. Using FortiCel™ gives a builder the ability to transfer some of their liability with respect to mold. It also provides a great product differentiator and an added sales feature for every home. Representing that a builder is a "mold-conscious" one is a powerful tool.

Is FortiCel™ application common?

Yes! FortiCel™ application is done throughout the entire United States. Here at _____ we believe in delivering your home with the very best products available. Doing so allows you to live in that home worry free! That's why we choose to install FortiCel™ on every home we build.

Can I do It Myself?

FortiCel™ can only be applied by certified applicators. As an authorized FortiCel™ dealer _____ is certified to do FortiCel™ installations. You can call FortiCel™ at **877-729-MOLD** to find a local applicator in your area.

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