

Why should I treat my home with a mold preventative?

Mold or the perception of mold, is the most challenging problem facing the construction industry. It's the main force that is driving up insurance rates to contractors and homeowners alike. Whether you have faced a mold problem or not, your customer is very aware of the costly and hazardous effects that mold can have on their home and family for many years to come. The facts speak for themselves:

- The NAHB announced that 28% of builders have mold issues during construction.
- The average home contains 6,000 – 9,000 gallons of water during construction.
- The average 2x6 was a tree only 30-40 days ago.
- There are over 10,000 Mold lawsuits filed every year, with tens of thousands pending.
- Farmers Insurance Co. paid \$310 million for mold claims in 2001, over \$600 million in 2002.
- Insurance Industry paid over \$3 billion in mold claims in 2002, over \$9 billion in 2003
- The President of the Insurance Information Institute testified before the U.S. Congress that mold claims have reached "crisis proportions" and have become serious problems in most States.
- Average Cost of a Mold Lawsuit: Builder \$50K, Homeowner \$25K, Settlement \$150K, Time 3 yrs
- Harvard University studied 10,000 homes across the U.S. and found 50% had mold damage.
- The Centers for Disease Control (CDC) found a direct link between mold contamination in the homes and cases of infant pulmonary hemorrhage.
- Mold or water damaged homes double the likelihood of a child developing asthma.
- University of Texas MD Anderson Cancer Center, approximately 20% of patients with leukemia die of fungal leukemia caused most frequently by the species *Aspergillus*. One of the most common molds found in homes.
- A 1999 Mayo Clinic study pegged nearly all the chronic sinus infections afflicting 37 million Americans to molds. Recent studies also have linked Molds to the tripling of the asthma rate over the past 20 years.
- 94% of all respiratory ailments are caused by polluted indoor air according to the AMA.
- Workplace mold study estimated that 35% of adult-onset asthma attributable to workplace mold exposure.

Why should I choose Microbe Guard to protect my home?

1. **Unparalleled Warranty:** Our industry leading 25Year Warranty protects every surface treated in your home.
2. **Lawsuit Protection:** We safeguard our customers from mold litigation, protecting you, your reputation and your customer's home from costly mold lawsuits resulting from the improbable failure of our antimicrobial treatment.
3. **Strength & Stability:** Microbe Guard is the largest Microbial Control Contractor in the country with over 500 certified applicators. We are an EPA Registered Establishment and the leader in our industry.
4. **EPA Registered Antimicrobials:** Our Exclusive, Patented Antimicrobial Technology, forms a Permanent Antimicrobial barrier that will not allow the growth of mold, mildew, bacteria or fungus.
5. **Product History:** Our Antimicrobials have proven history of performance, verified by Case and ASTM studies. Our Antimicrobial technology is used in hundreds of products around the world!
6. **Protection:** We treat the entire framed interior of your home, guaranteeing full protection to all surfaces.
7. **Safety:** We use safe and proven products that virtually non-toxic, non-poisonous, formaldehyde free and have passed stringent EPA requirements for safety and efficacy.
8. **Certified Applicators:** Our extensive training program ensures qualified professional treatment of your home.
9. **Superior Service:** We provide superior service in the treatment of every home with a comprehensive Mold Inspect, eradication of any existing mold with our Patented Mold Blast™ stain remover, meticulous HEPA Vacuuming of all horizontal surfaces, protecting all windows and doors, application of our exclusive Antimicrobial and issuance of our Certification of Protection on every home that we treat.
10. **Cost Savings:** The application of Microbe Guard's Antimicrobial could save you thousands of dollars in future mold claims and strengthen your Reputation as a quality builder, while safe guarding your customers home.