

How Strong is Your Home? *Research Insights and the New “Strong Homes Scale”*

Climate Compact Implementation Workshop

Wednesday, May 28, 2025

Leslie Chapman-Henderson
President and CEO



Connect on LinkedIn



- 1998 – Volunteer committee of emergency managers, insurers, meteorologists, risk communicators, and organizations dedicated to strengthening homes and safeguarding families
- Today – Nonprofit coalition of more than 100 academic, corporate, nonprofit, and government partners





Our mission

We promote life safety, property protection and resiliency by empowering the community with knowledge and resources for strengthening homes and safeguarding families from natural and manmade disasters.

Our vision

A world where people value, demand, and build strong homes and resilient communities.

Core Values



Innovation

Designing and developing effective and easy-to-use tools and techniques to foster mitigation behavior change.



Integrity

Designing and developing effective and easy-to-use tools and techniques to foster mitigation behavior change.

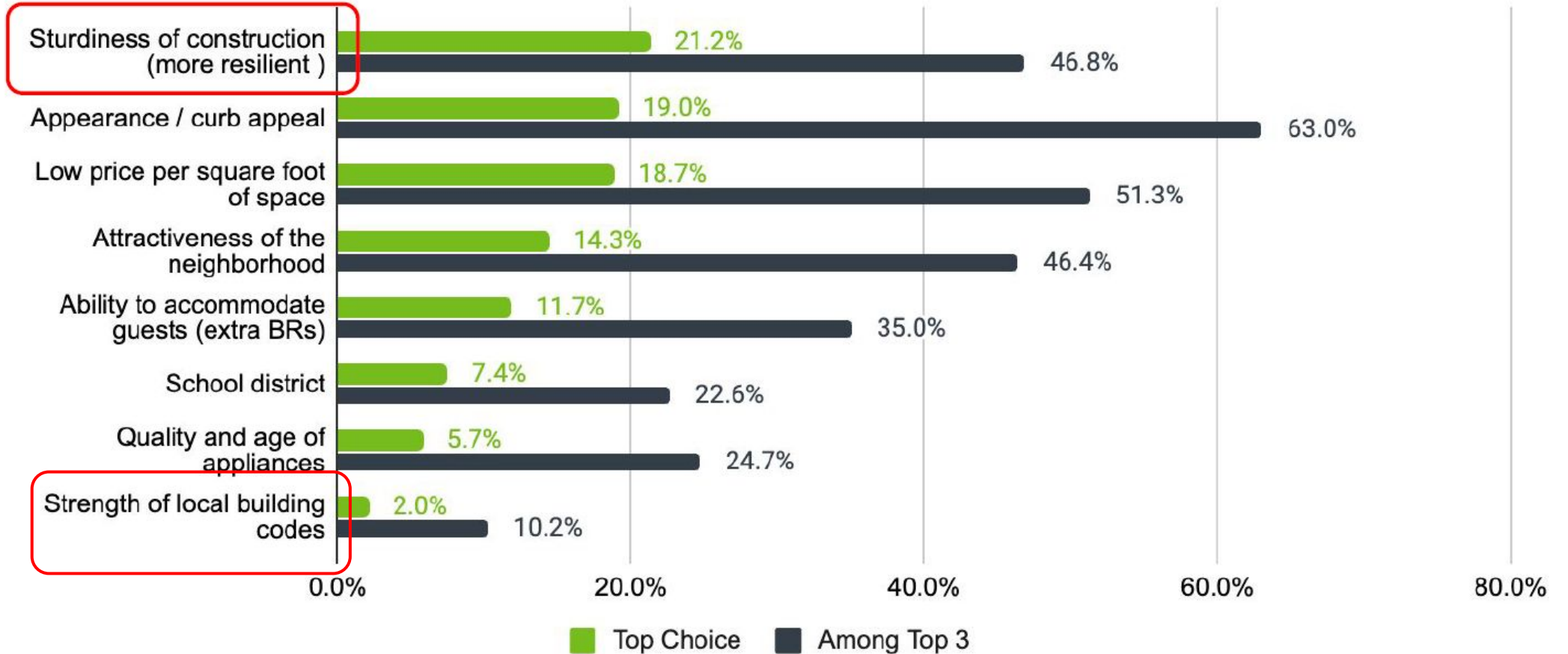


Collaboration

Designing and developing effective and easy-to-use tools and techniques to foster mitigation behavior change.

Homebuyers seek **resilience, appearance, low cost** and **neighborhood**

Qualities people seek when buying a home

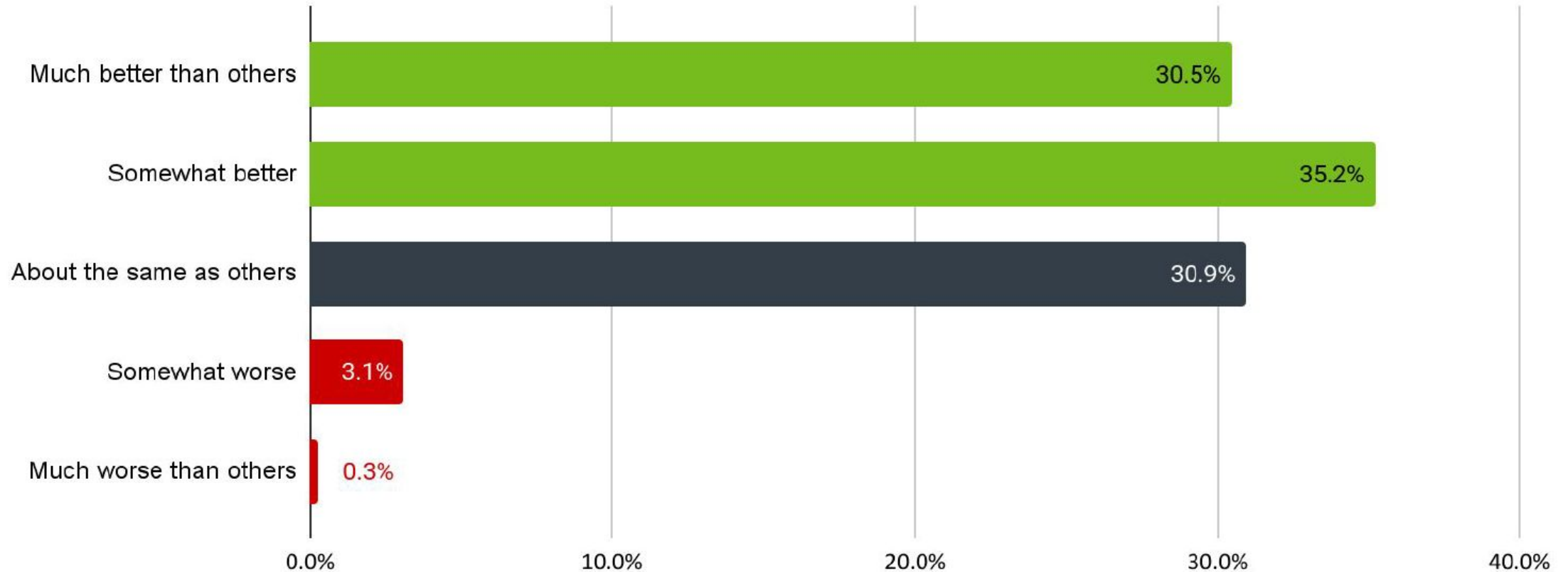


SOURCE: FLASH Resilience Score Survey, July 2024 (n=1054)



High confidence: Two-thirds think their homes would hold up better than most

Compared to other homes in your region of the country, how well do you believe your home would hold up to flooding and high winds?



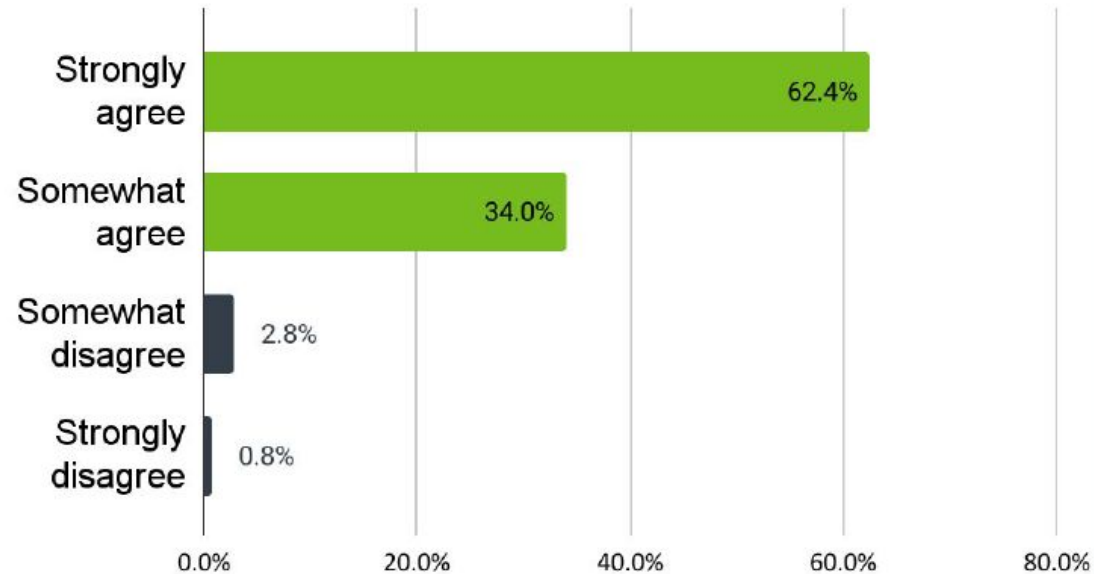
SOURCE: FLASH Resilience Score Survey, July 2024 (n=1054)



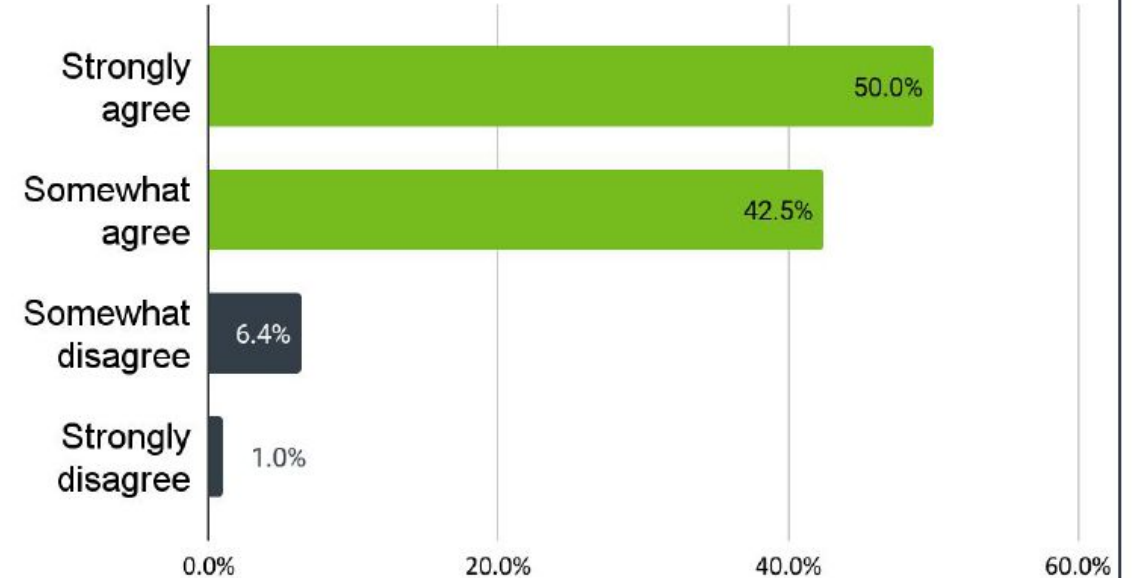
Resilience scores could influence home buying

Homeowners want to know a resilience score ... and make it part of their purchase decision

If I was buying a home, I would want to know how well the home scored under this program.



As a home buyer, these scores would be an important factor in my purchasing decision.

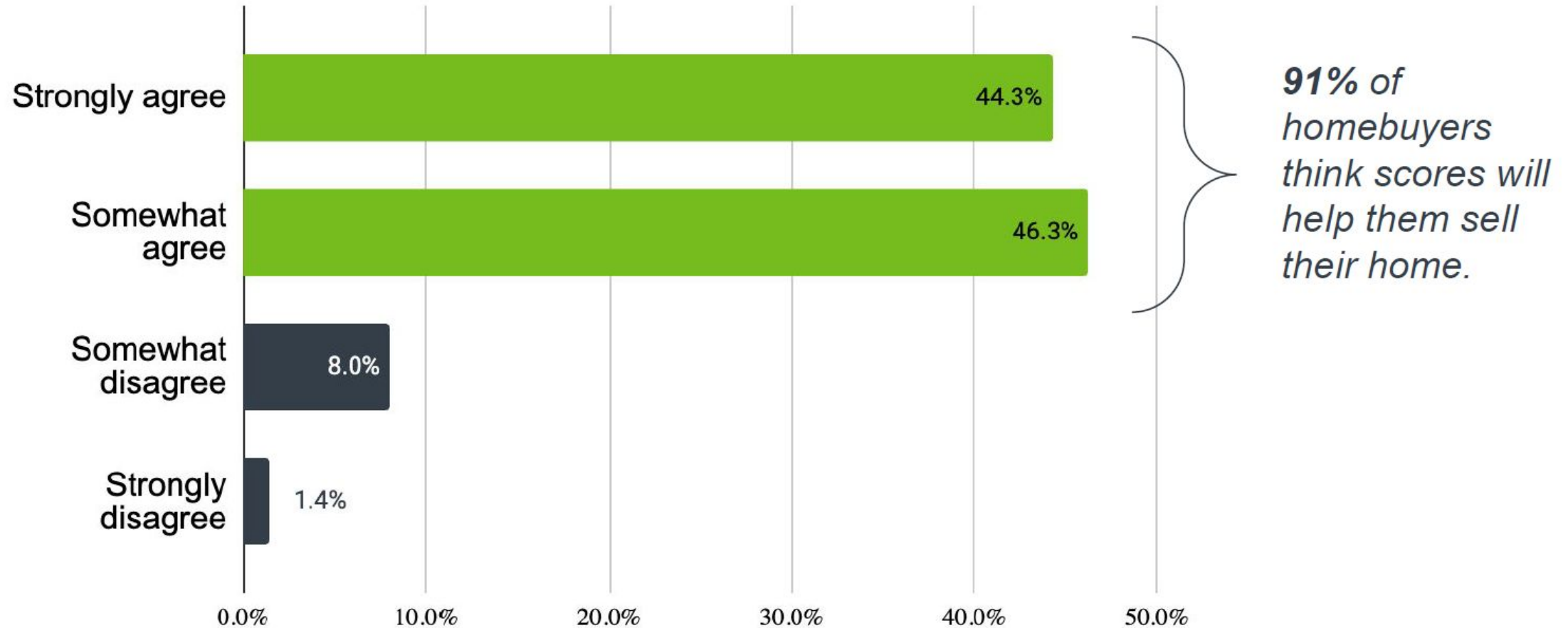


SOURCE: FLASH Resilience Score Survey, July 2024 (n=1054)



Resilience scores are also valued when selling a home

This program would help me sell my home.

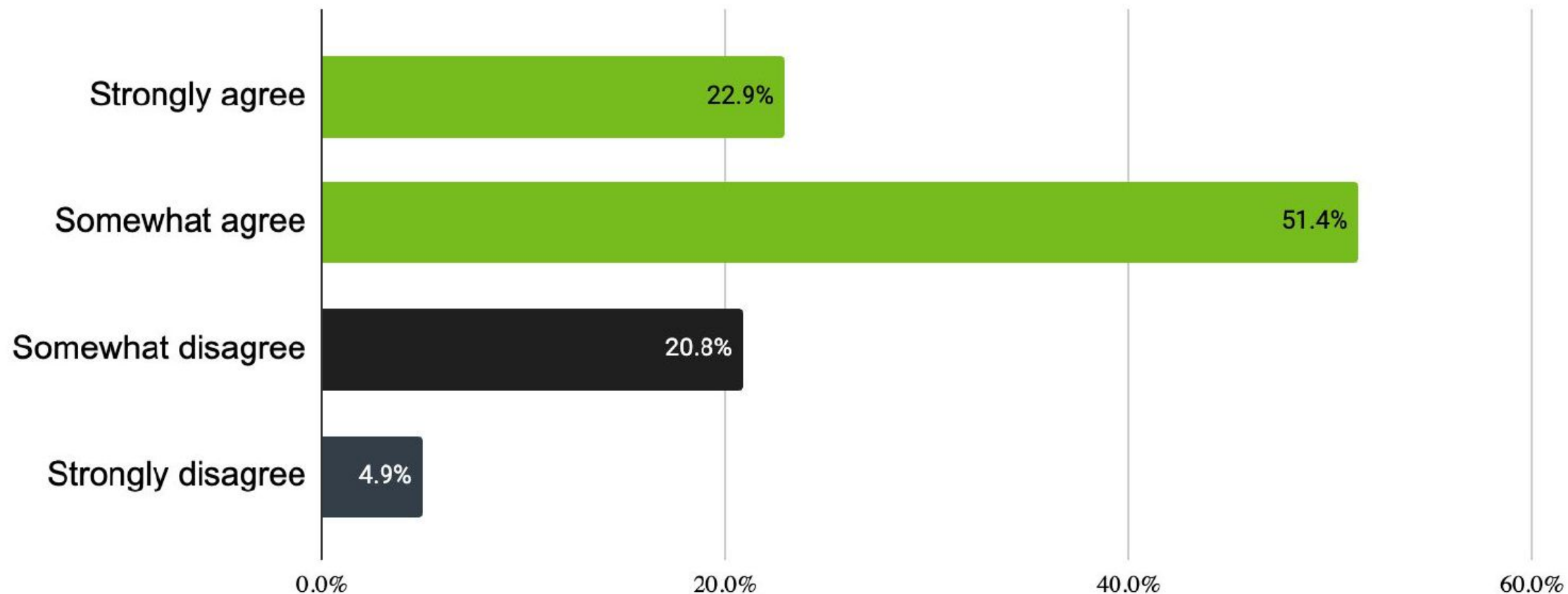


SOURCE: FLASH Resilience Score Survey, July 2024 (n=1054)



High efficacy: Three-quarters think they can gauge risk in flood or winds

I can usually gauge how well a home in my area will hold up against flooding or high winds.



SOURCE: FLASH Resilience Score Survey, July 2024 (n=1054)



Takeaways - Homebuilder Sentiment

- Understand and accept the role and importance of building codes
- Pain points include legitimate concerns regarding code implementation
- Emphasis on the need to balance the cost/benefit of codes and resilient building practices
- Suggest that if their customers are onboard, they are onboard



Takeaways - Homeowner Sentiment

- High value for resilient/sturdy construction
- Informational needs/preferences include:
 - Simple language
 - Understandable visuals
 - Timely information delivery
- Credible structural insights for their homes



STR[↑]NG



Inspect2Protect.org Homepage

- Research-based call-to-action: How Strong is Your Home?
- Address or location-specific reports
- Building code video case study
- Partnership tools



STRONG HOMES SCALE [FAQs](#) [Tools](#)

How strong is your home?

Find out how resilient your home is to natural disasters and learn what you can do to improve it.

 [Check Your Home](#)

Build Your Code Confidence



Questions about building codes?

Building codes are construction guidelines that set minimum legal standards for single family and multi-family structures. Initially adopted over 100 years ago, modern building codes have evolved to address a wide range of hazards, ensuring the health, safety, and welfare of occupants.

[See FAQs](#)

Learn

Learn the code status of your home based on available data.



Find Out

Find out what upgrades will increase your home's resilience.



Identify

Identify potential threats to your home based on community disaster history.

[Get a full report on](#)

How it Works

- Enter an address, city, or zip code into the tool
- The Scale then provides a custom home strength rating and identifies ranked disaster risks in the area, such as earthquakes, floods, hurricanes, tornadoes, wildfires, or winter storms
- Click on features to reflect post-construction upgrades and see how they may impact a home's overall resilience rating (once features have been added, the Scale rating will adjust dynamically)
- Users receive a printable checklist on their homes' resilience features and recommendations for upgrade options.

Key Features

- Custom Building Code Lookup
- Strong Homes Scale
- Peril-Specific Retrofit Suggestions



- Comprehensive 3D and 2D Illustration Library

- Links to Technical Resources



Risk Indicators

Goal:

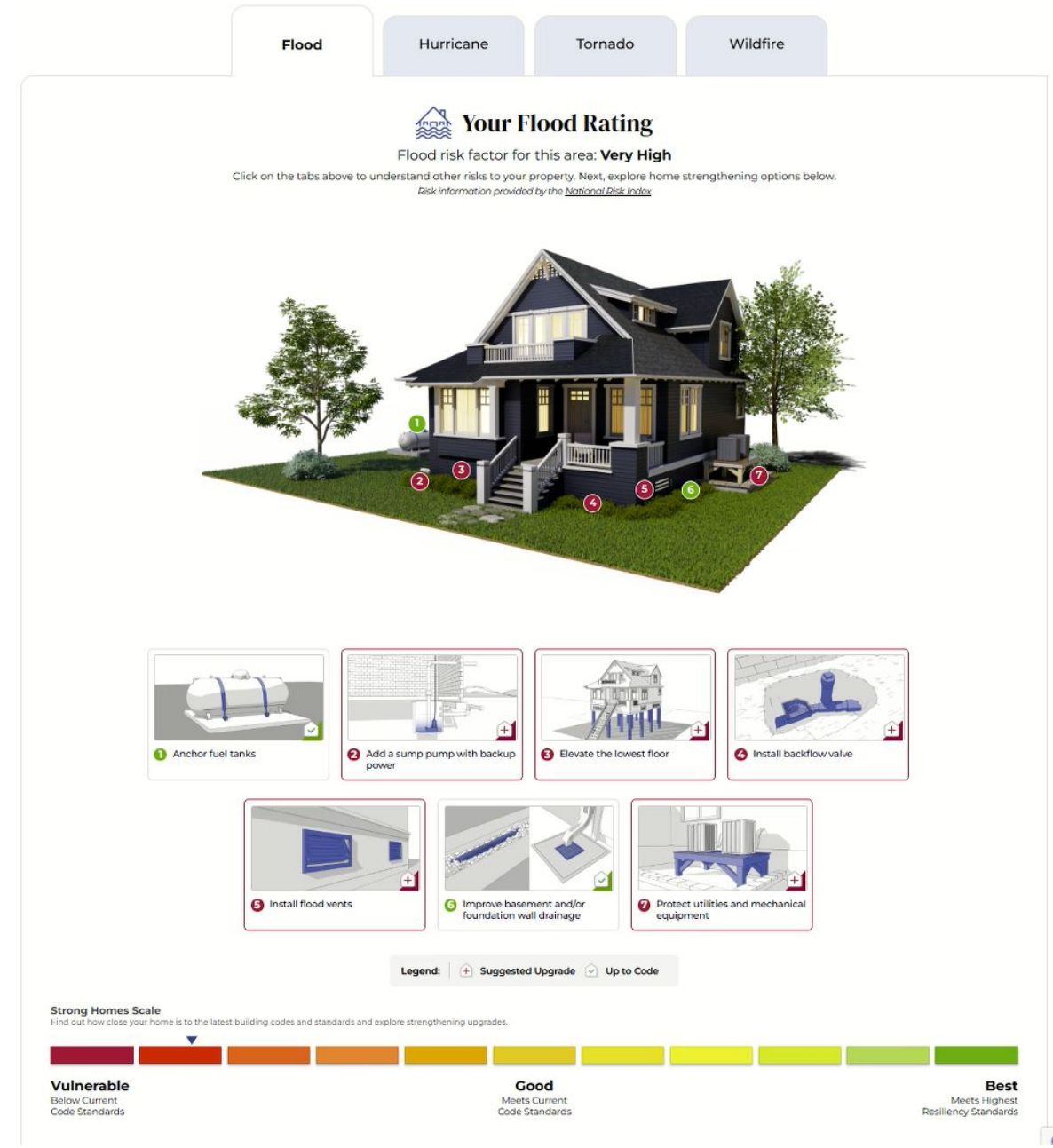
Communicate the top natural disasters relevant to the area

- Earthquake
- Flood
- Hurricane
- Tornado
- Wildfire
- Winter Storm

Approach:

Incorporate FEMA National Risk Index to highlight relevant risks categorized as:

- Very High
- Relatively High
- Relatively Moderate
- Relatively Low



Strong Homes Rating Scale

Goal:

Identify and communicate the specific upgrades required for a home to meet current building code standards.

Approach:

Highlight the areas needing improvement and the peril-specific suggested upgrades to close the gap between the home's current condition and the resilient features in the 2024 IRC.

- Code analysis
- Property data
- Permit data



Legend: ☒ Suggested Upgrade ☐ Up to Code

Strong Homes Scale

Find out how close your home is to the latest building codes and standards and explore strengthening upgrades.



Suggested Upgrades

Upgrades are based on the year your home was built in 1981. Verify your information by selecting upgrades that may have been complete since that time.

<input checked="" type="checkbox"/>	Install pressure-and-impact-rated garage doors	<input checked="" type="checkbox"/> Select to Adjust Rating	▼
<input type="checkbox"/>	Install hurricane shutters	<input type="checkbox"/> Select to Adjust Rating	▼
<input checked="" type="checkbox"/>	Strengthen roof deck attachment	<input checked="" type="checkbox"/> Select to Adjust Rating	▼
<input type="checkbox"/>	Seal the roof deck	<input type="checkbox"/> Select to Adjust Rating	▼
<input type="checkbox"/>	Brace soffits	<input type="checkbox"/> Select to Adjust Rating	▼
<input type="checkbox"/>	Improve anchorage of attached structures	<input type="checkbox"/> Select to Adjust Rating	▼
<input checked="" type="checkbox"/>	Upgrade to high-wind rated roof cover	<input checked="" type="checkbox"/> Select to Adjust Rating	▼

Suggested Upgrades – Flood

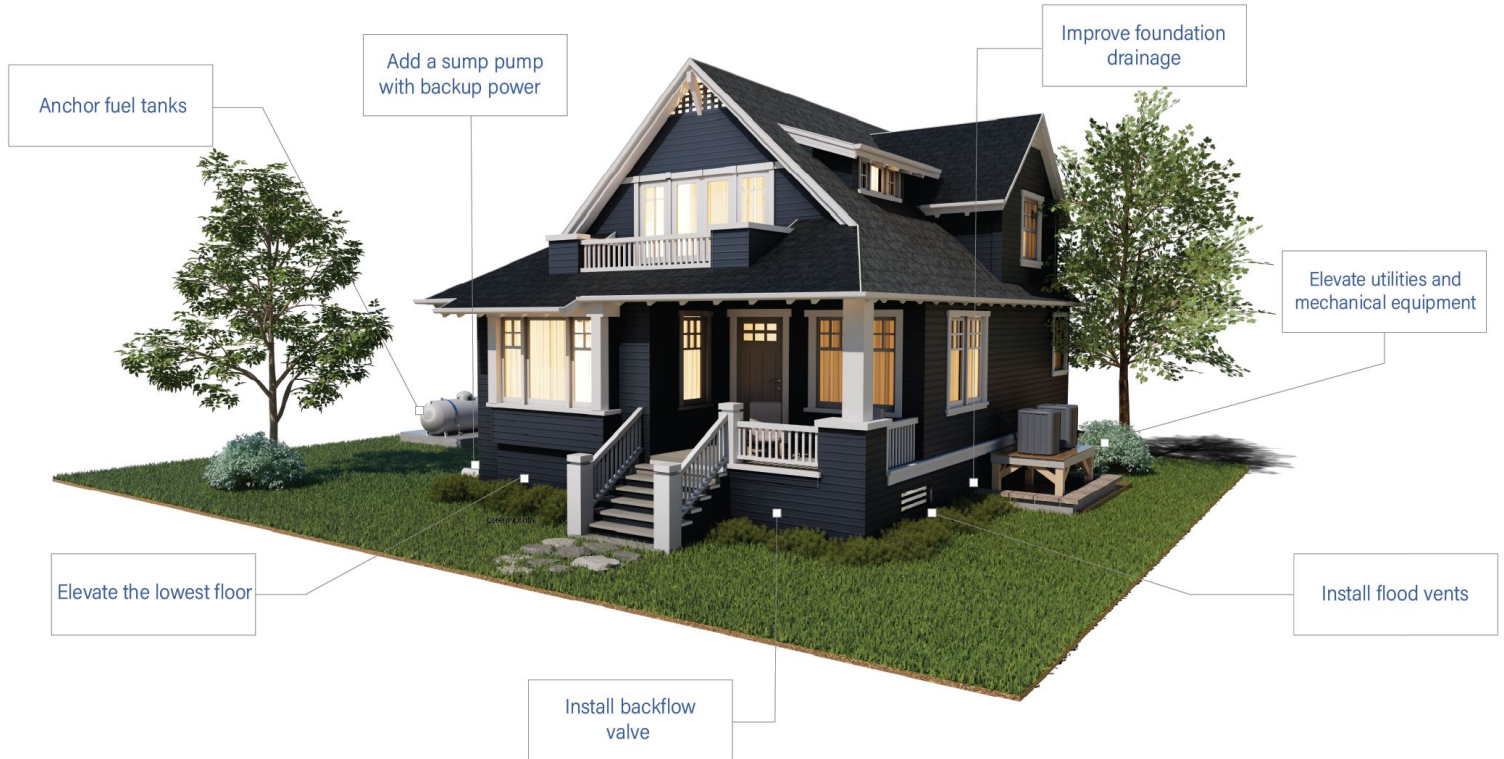
Goal:

Identify the specific upgrades required for a home to meet current building code and resilience standards.

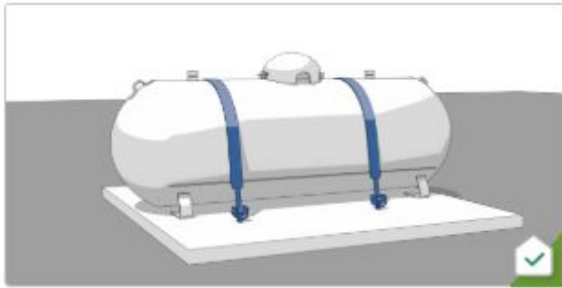
Approach:

Each suggested upgrade contains:

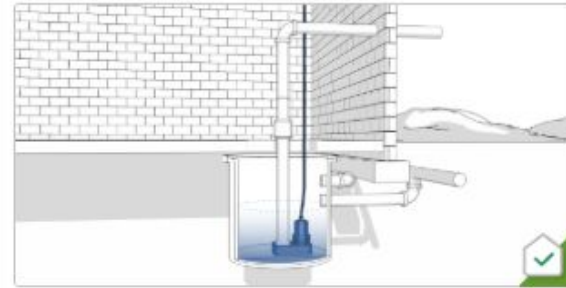
- 2D illustration
- Why it's important
- How to perform the mitigation
- How to identify if you have it
- Questions to ask a contractor



Suggested Upgrades – Flood



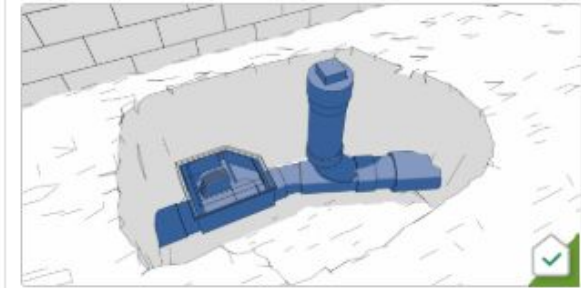
1 Anchor fuel tanks



2 Add a sump pump with backup power



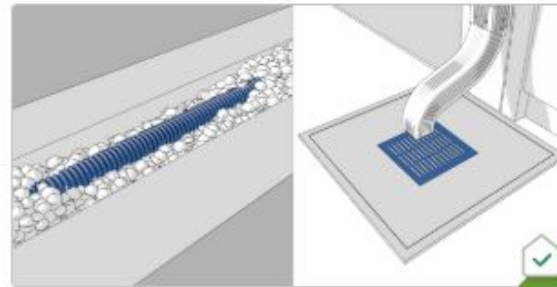
3 Elevate the lowest floor



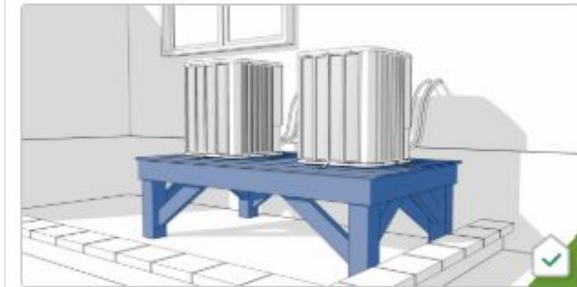
4 Install backflow valve



5 Install flood vents



6 Improve basement and/or foundation wall drainage



7 Protect utilities and mechanical equipment



Suggested Upgrades – Flood



Suggested Upgrades

Upgrades are based on the year your home was built in 2005. Verify your information by selecting upgrades that may have been completed since that time.

<input checked="" type="checkbox"/>	Anchor fuel tanks	<input checked="" type="checkbox"/> Select to Adjust Rating	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Add a sump pump with backup power	<input checked="" type="checkbox"/> Select to Adjust Rating	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Elevate the lowest floor	<input checked="" type="checkbox"/> Select to Adjust Rating	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Install backflow valve	<input checked="" type="checkbox"/> Select to Adjust Rating	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Install flood vents	<input checked="" type="checkbox"/> Select to Adjust Rating	<input type="checkbox"/>

Why

Prevents a condition that leads to wall collapse caused by an imbalance of the weight and force of floodwaters on the inside and outside of an exterior wall.

How

Consult a design professional, licensed engineer, or experienced, licensed flood retrofit contractor to install engineered hydrostatic vents (flood vents) in the unoccupied areas of your home, such as the garage, storage areas, or crawlspace below the base flood elevation.

Ensure adequate vent quantity, size, and placement to maintain equalized water levels and overall system performance when floods occur.

This will allow water to enter and exit the structure at the same rate so hydrostatic pressure inside and outside the home are continuously equalized.

How to Identify

To identify if your home has engineered flood vents, look for metal vents installed in foundation walls, garages, or crawl spaces. The vents typically have grates or louvers and are labeled with certifications showing compliance with flood protection standards.

Ensure all vent grates are kept clean and clear of debris or any material that impedes water flow and performance.

How to select a Retrofit Contractor



Cost: Impact:



General Social Media Messages

Is your home built to withstand nature's worst? Find out with the new Strong Homes Scale on the enhanced InspectToProtect.org. Get a personalized resilience rating based on your home's original construction codes. #NatureHasAScaleSoDoWe #StrongHomesScale

DYK which building codes protect your home? Enter your address into our new Strong Homes Scale Building Code Lookup at InspectToProtect.org to uncover the resilience features built into your home—and where you can improve. #NatureHasAScaleSoDoWe #StrongHomesScale

Make your home stronger, one upgrade at a time. The enhanced InspectToProtect.org provides peril-specific retrofit suggestions for hurricanes, tornadoes, wildfires, floods, and more. Find the best ways to fortify your home with the new Strong Homes Scale at InspectToProtect.org #NatureHasAScaleSoDoWe #StrongHomesScale

Stronger homes = Safer families. Use the new Strong Homes Scale at InspectToProtect.org to see how your home measures up and where you can improve its resilience. #NatureHasAScaleSoDoWe #StrongHomesScale

Small upgrades = big protection. The enhanced InspectToProtect.org provides expert-backed recommendations for strengthening your home against nature's toughest threats. Start building a safer future today with our new Strong Homes Scale. #NatureHasAScaleSoDoWe #StrongHomesScale



Strong Homes Scale Web Badges

Display the **Strong Homes Scale** web badges on your websites, social profiles, newsletters, and more to show your support. Available in eight variations.



Strong Homes Scale Logos

Display the **Strong Homes Scale** logo on your websites, social profiles, newsletters, and more to show your support. Available in four variations.



Strong Homes Scale - Social GIFs and Profile Stories

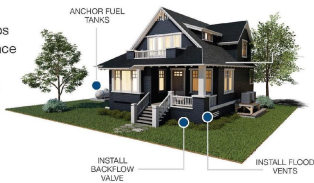


Strong Homes Scale - Peril-Specific Promotional Ads



NATURE HAS A SCALE... SO DO WE

The **Strong Homes Scale** helps you gauge your home's resilience to nature's extremes. Find out where your home stands—and how to make it stronger.

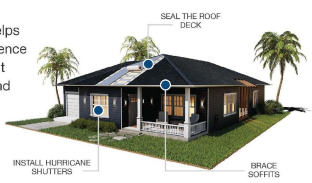


Visit StrongHomesScale.org and get Your Strength Score Now.



NATURE HAS A SCALE... SO DO WE

The **Strong Homes Scale** helps you gauge your home's resilience to nature's extremes. Find out where your home stands—and how to make it stronger.



Visit StrongHomesScale.org and get Your Strength Score Now.



NATURE HAS A SCALE... SO DO WE

The **Strong Homes Scale** helps you gauge your home's resilience to nature's extremes. Find out where your home stands—and how to make it stronger.



Visit StrongHomesScale.org and get Your Strength Score Now.

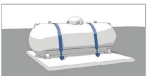


Strong Homes Scale - Peril-Specific Checklists

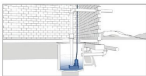
FLOOD CHECKLIST

A **STRONG** checklist for reducing wildfire risks and protecting your home from destruction.

STRONG



01 Anchor fuel tanks



02 Add a sump pump with backup power



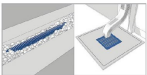
03 Elevate the lowest floor



04 Install backflow valve



05 Install flood vents



06 Improve basement and/or foundation wall drainage

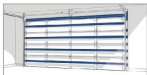
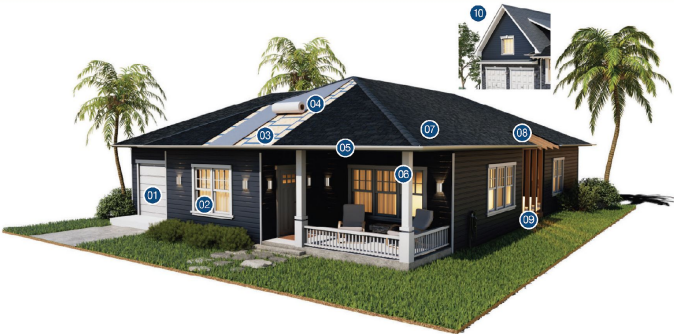


07 Protect utilities and mechanical equipment

HURRICANE CHECKLIST

A **STRONG** checklist for reducing wildfire risks and protecting your home from destruction.

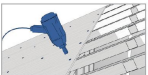
STRONG



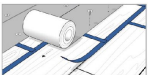
01 Install pressure-rated garage doors



02 Install hurricane shutters



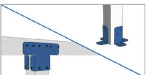
03 Strengthen roof deck attachment



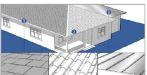
04 Seal the roof deck



05 Brace soffits



06 Improve anchorage of attached structures



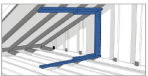
07 Upgrade to high-wind rated roof cover



08 Strengthen roof-to-wall connections



09 Strengthen foundation connections

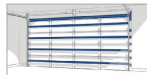


10 Brace gable-end roof

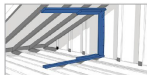
TORNADO CHECKLIST

A **STRONG** checklist for reducing wildfire risks and protecting your home from destruction.

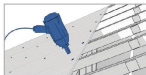
STRONG



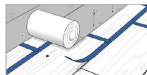
01 Install pressure-rated garage doors



02 Brace gable-end roofs



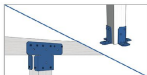
03 Strengthen roof deck attachment



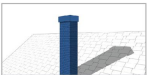
04 Seal the roof deck



05 Install impact-rated windows and doors



06 Improve anchorage of attached structures



07 Upgrade brick masonry chimneys



08 Strengthen roof-to-wall connections



09 Strengthen foundation connections



10 Install a safe room



11 Brace soffits

Visit StrongHomesScale.org and get Your Strength Score Now.



Visit StrongHomesScale.org and get Your Strength Score Now.



Visit StrongHomesScale.org and get Your Strength Score Now.



STRONG

Help Us Share the Scale!

- Email info@flash.org
- **Promotional Toolkit Includes:**
 - Overview of Strong Homes Scale and Key Features
 - Social Media Copy
 - Branded Badges
 - Branded Logos
 - Branded GIFs for Social Posts (Facebook, IG, LinkedIn, and X)
 - Branded GIFs for Social Stories (Facebook, IG, LinkedIn, and X)
 - Peril-Specific Promotional Ads (Earthquake, Flood, Hurricane, Tornado, Wildfire, and Winter Storm)
 - Branded Peril-Specific Checklists (Earthquake, Flood, Hurricane, Tornado, Wildfire, and Winter Storm)



Join Us!

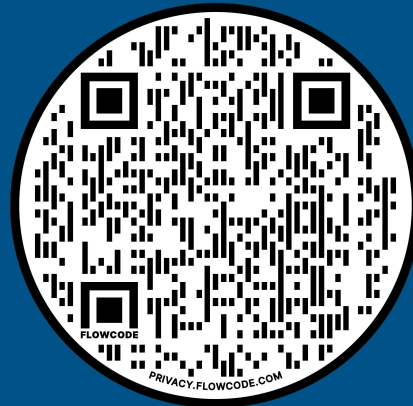


National Disaster Resilience Conference

November 18-20, 2025 –
NDRConference.org

Leslie Chapman-Henderson
President/CEO
Federal Alliance for Safe Homes
(FLASH)

Leslie@flash.org



Connect on LinkedIn

