

WEATHERING THE STORM.

MIT research shows the importance of disaster-proof structures.

Hurricane Matthew caused more than \$10 billion in damage across the southeastern U.S. Now, the recovery begins—a monumental effort that could have been minimized by using disaster-proof construction techniques up front. In fact, MIT research shows that investing in hazard mitigation actually saves money in the long run. Here's how.

What is hazard mitigation?

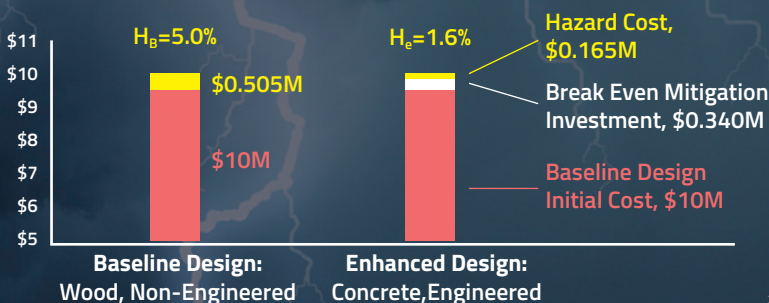


Simply put, it's **using stronger, more resilient building techniques upfront to help prevent long-term safety risks and property damage due to environmental hazards.**



Calculate the right investment to reduce lifecycle costs.

Research shows that investing in quality construction upfront can actually save money over the building's lifecycle, because it creates a durable and resilient structure that can stand up to extreme weather. That's why MIT created The Break Even Mitigation Percent (BEMP) Model. It's designed to help you calculate the right amount to invest in hazard mitigation, so that it will pay for itself over the building's lifetime. It incorporates avoided hazard-related losses due to more resilient construction



An MIT study estimated that if \$340,000 were spent on hazard mitigation on top of a \$10 million investment, the additional money would mitigate enough storm damage over the structure's lifetime to pay for itself.

BUILD WITH STRENGTH