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Chase Home Finance Leads Way in Teaming With Safety Experts to Offer Incentive-Based Loan Programs

NEWPORT BEACH, Calif.--Chase Home Finance announced a new builders' incentive program as part of an alliance with No Burn of California to promote preventative safety in the home. Chase Home Finance, the home finance arm of JPMorgan Chase & Co. has extended a loan rate and discount reduction plan to the state's commercial and custom homebuilders that use No Burn of California's fire and mold retardant as part of new home construction.

No Burn of California, based in Rowland Heights, offers fire and mold retardants that deprive wood from igniting and keep mold from getting the food it needs to grow. The company has a line of products that can be sprayed onto the wood during the framing phase of new construction or renovation. There also are products that may be applied to drywall or other surfaces that can accept paint.

No Burn of California's mold products are warranted for ten years in keeping with homebuilders' warranty programs. The company carries the only known complete line of non-toxic, non-carcinogenic technology that protects against fire and mold in one product.

In this bold effort on behalf of consumer safety and to broaden Chase's commercial and custom homebuilder base, Lilly McBee of Chase Home Finance, the originator of the program, expects this to be a win-win situation for all.

"The added incentive for home builders and homebuyers to use a product that could save millions in loan costs and has the potential to save many lives, makes good sense," said McBee. "I believe this is just the beginning of how Chase, working together with No Burn of California, can enhance this industry and entire communities."

No Burn of California CEO Bob Heinrich, who previously was CEO of the International Code Council and International Conference of Building Officials--the companies that develop and write model-building, fire, residential and plumbing codes that all U.S. construction must adhere to--expects the time is coming when using these types of products on new homes will be a standard building requirement much like the smoke detector has become. The first builders to use them will be recognized as pioneers in making California homes fire- and mold-safe by using preventative means.

"It's time for people to change their focus from how to handle a fire after it's started, to protecting the home from igniting to begin with," said Heinrich. "Once a house is doused with water, you may then have to contend with the possibility of mold damage, which to get rid of can carry a huge expense and present a lot of problems."

While a variety of fire and mold resistant products have been on the market for some time, No Burn of California's line is believed to be the only non-toxic, non-carcinogenic retardant known and was even developed using food grade ingredients. Plus, it is so effective, you can take a torch to a paper towel sprayed with No Burn of California products and it will not ignite.

Heinrich says that homeowners whose homes are protected with fire and mold retardants most likely will qualify for future insurance discounts, which in some states, is already being offered.

For more information, please call Lilly McBee at (949) 263-7061 or email her at Lillian.d.mcbee@chase.com. Or call Bob Heinrich at No Burn of California at 888-7NO-BURN or e-mail info@noburnca.com. No Burn of California's website is www.noburnca.com.

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