

FLO BY MOEN

A CASE STUDY ON SMART WATER MONITORING



Overview

The range and depth of smart home technology available for homes is vast. To better understand some of their overall impacts, a specific case study into water leakage from **Flo by Moen** introduces you to the potential savings and protections of water monitoring systems. It utilizes remote shutoff, proactive monitoring, live notifications, automatic shutoff, and water and moisture detection.

Water Intrusion Risk

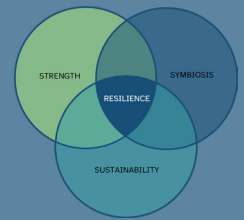
As a homeowner, it can be difficult to consider the full extent to which a leak event can occur. Unknown leaks or general degrading of your pipe system can lead to bursts within walls that can go unnoticed. **These unseen leaks allow water to spread not just through that wall but trickle down to ceilings, lower floors, other walls, and the foundation.** This turns an isolated leak into an issue impacting the entire home structure and could require a costly repair.

40% of homeowners will file a water damage claim, one of the most common and costly damage claims that insurance companies see. **In 2019 alone, insurance claims totaled \$2 billion for issues relating to non-weather-related water intrusion.** It is 7 times more likely that you will file an insurance claim for non-weather related water damage than for damages due to fire and theft. **Choose to be proactive about protecting your home.**



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BUILD A PERSONALIZED WATER LEAK DETECTION PLAN

1. REGULAR INSPECTIONS

identify potential leak locations and set a benchmark for normal conditions

2. BE PREPARED

teach everyone in your family how to turn off the main water shutoff valve

3. BE SMART

the best way to take precaution is with a smart water monitoring system like Flo by Moen



Image of Smart Leak Detector by Moen courtesy of Fortune Brands Innovations, Moen Smart Water Network.

Scenario Learning

What is the difference between a smart sensor like Flo by Moen vs. no sensor?

WITHOUT SENSOR: An upstairs pipe leading to the bathroom sink begins to leak into the wall. Due to this being only a small trickle, it is not noticed over a few days. **After as little as 24 hours, mold begins to grow in the wall.** By the time the leak is noticed, the drywall, wallpaper, and insulation have all been affected. The leak has also spread from the wall into the ceiling of the downstairs room, causing more mold and damage. It is going to cost an average of \$12,500 to repair the pipe and damages.

WITH SENSOR: An upstairs pipe leading to the bathroom sink begins to leak into the wall. There is an increase in moisture inside the cabinet of the vanity. **The Flo by Moen Smart Leak Detector identifies the leak. It immediately sends a signal to the stop valve attached to the main water line and automatically shuts off the water.** The homeowner gets a notification from the Moen app about the leak before it spreads.

Homeowner Benefits

The Moen app provides real-time, 24/7 alerts and allows remote shutoff from the app, **decreasing water damage claims by 96%.**

Insurance Savings

Moen guarantees up to \$5,000 towards your insurance deductible if you have a Flo device installed and a non-weather-related water damage event still occurs. They also have partnerships with various insurance companies such as Liberty Mutual, Farmers, Amica, State Farm, American Family, etc. who offer discounts on your premium.

Moen will provide you with a Verification Letter to send to your insurance company to potentially save 3%-10% on your insurance premium.

Rebates

Several water utility companies in the state of Florida are now offering rebates with proof of a properly installed smart water monitoring system. **You may receive up to a \$100 rebate for protecting your home and helping minimize water waste in your city.**