



## Sales Tips: Answering Objections About StoveTop FireStop®

### Objection

### Response

I have never heard of StoveTop FireStop (STFS).

- In fact, the product has extinguished small stovetop grease fires—one of the leading causes of home fires—for over 30 years.
- An independent, nationally recognized testing laboratory has tested and approved StoveTop FireStop (STFS).
- Fire departments across the country recommend it.

I like the idea of fire safety, but I am not sure STFS is safe. Besides, we cannot require residents to use a fire extinguisher.

- STFS is automatic. It does not require residents to fumble with a fire extinguisher or approach an active fire.
- Gravity expels the powder. STFS also minimizes splashing when it suppresses a small grease fire.
- A loud “pop” sound alerts residents to turn off the burner—if they can safely do so—to prevent potential re-ignition.

We do not want STFS to activate during regular cooking.

- A flame must actually touch STFS in order to activate it.
- Smoke or normal cooking heat will not activate STFS. This practice prevents false activations.

We do not have the budget to install STFS in all of our residential units.

- You certainly cannot afford to have a kitchen fire, which can cause thousands of dollars in fire, smoke, and water damage—not to mention a raise in insurance premiums.
- STFS costs just pennies per day per stove.

Our maintenance staff does not have time for another task.

- Installation is quick and easy. Simply attach the units to the vent hood with the included magnet for the Venthood model, or use the included drywall anchors and screws for the Microhood model
- 2 units (1 pair) cover a standard 4-burner stove.
- Replace units every 5 years or after activation. STFS requires no inspection or re-certification.

We already have a sprinkler system.

- STFS is an important supplement to sprinklers, which you need, but which cause water damage.
- STFS can suppress a small fire before it spreads, preventing larger fires and extensive damage.