



A WILDFIRE PRO SHOP COMPANY

FIREPROSHOP

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AN OPEN LETTER TO BUILDERS AND FRAMING CONTRACTORS

This is an open invitation to build safer homes and be recognized for it. Ten builders are on the list. I would like you to be the eleventh.

SEPTEMBER 2026

Attention Builder,

In 1735, Benjamin Franklin wrote about the fires that kept burning down Philadelphia, and he gave us a line everybody still repeats: **an ounce of prevention is worth a pound of cure**. The next year he started the first volunteer fire company in America. No code told him to. He saw a problem and fixed it.

That is why we named our builder award after him.

I started out framing houses, became a general contractor, and have spent the years since developing products that keep wood framing from burning and from growing mold. Here is what I have learned: **the building code is the minimum**. It gets you a certificate of occupancy. It does not stop a frame from burning before the drywall goes up, and it does not stop water from sitting under a bottom plate until the homeowner smells it.

The Ben Franklin Award goes to builders who decided the minimum was not good enough. They do three simple things:

- **Frame with fire-treated lumber.** It arrives from the mill already treated. Your framers cut it and nail it like any other stick.
- **Roll our mold protection along the bottom of every plate** before the walls go up. About an hour on a house, and the only time anyone will ever reach that spot.
- **Use the crew they already have.** We supply the product and show your framer how to use it. No new sub. No added days.

Every one of these builders was chosen because they are doing it on real jobs, not talking about it. Nobody paid for the award, and nobody can.

2026 recipients: Jonathan Wurster, TR Wurster Construction · Wayne Withers and Adam Withers, NorCal Lumber Co. · Loren Konz, West Coast Framing · Derek Davies, Warren Development · Hank Wright, Hank Wright Properties · Matt Williams, Williams Construction & Design · Bob Dailey, RJ Builders · Van Heflin, Heflin Construction Corp. · Miguel Angel Iriarte, Iriarte Architecture

"It's an hour on a house. It's the one thing on the job the buyer will never see, and the one thing I'd never skip."

JONATHAN WURSTER · TR WURSTER CONSTRUCTION

"Nothing about it changed our schedule. My crews frame the same way they always have."

LOREN KONZ · WEST COAST FRAMING

Here is what comes with the award. A crystal award and certificate, presented in person. Your name on fireproshop.com and in everything we send to the trade after you. And the right to put the Ben Franklin Award on your proposals, your job signs and your model home. When a buyer is comparing two builders and one of them has been recognized for building a safer, healthier home, that is not a small thing.

Here is what I am asking for. Fifteen minutes on the phone with you and whoever runs your framing. I will walk you through the three things above and find out whether they fit the way you build. If they do, we talk about your next project and the award. If they do not, I will tell you so.

Start at fireproshop.com/quote, or call me directly at 909-519-5470.

There are ten names on that list. I would like yours to be next.

Sincerely,

Steve Conboy

INVENTOR & FOUNDER · FIREPROSHOP · A WILDFIRE PRO SHOP COMPANY
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P.S. The award goes to builders who are doing it, not builders who are thinking about it. One project is all it takes to be considered. Get a quote at fireproshop.com/quote