



“WHEN YOU  
BUILD A RADON-  
RESISTANT HOME,  
YOU CAN EXPECT  
HEALTHIER  
CUSTOMERS AND  
A COMPETITIVE  
EDGE.”

- Fuad Reveiz,  
Member of the National Association  
of Home Builders

In my experience, homes built for health and safety sell faster. More and more of my customers know the importance of indoor air quality to their families' health. They know one of the most dangerous indoor air pollutants is radon. Radon is a deadly radioactive gas that rises up from underground and seeps into your home. Breathing in radon can cause lung cancer. In fact, radon is the leading cause of lung cancer after smoking – and among non-smokers it's the leading cause of lung cancer, period. The good news is you can build your customers a safer, healthier, radon-resistant home. The techniques to prevent radon from entering a home are practical and straightforward for any builder. It's an inexpensive way to offer families a benefit that could reduce their risk of lung cancer. And it's a smart way to build trust between you and your customer.