



AEROSEAL HOMEOWNERS GUIDE

AEROSEAL MESSAGING for **HOMEOWNERS**

HOW TO USE THE FOLLOWING CONTENT

The messaging of a brand to its audience must be consistent across all communications to be the most effective. We've put together a brief document containing messaging on the benefits of Aeroseal Duct Sealing and how it addresses the pain points of homeowners around the world.

In the following pages, you will find key messages that you can use to promote Aeroseal to your customers. These messages are focused on how Aeroseal can help:

- Reduce Dust
- Improve System Performance
- Improve Home Comfort
- Lower Energy Bills

IMAGES & ELEMENTS

All images and visual elements you see in this document can be downloaded inside of the Dealer Toolbox on the aeroseal.com website.

Please contact your dealer support specialist for any questions you may have on how to use these messages and visuals.

TABLE OF CONTENTS

Reduce Dust In Home.	04-05
Improve System Performance.	06-07
Improve Your Home Comfort.	08
Lower Your Energy Bills	09

AEROSEAL for **HOME COMFORT**

Tired Of Fighting A **NEVER ENDING BATTLE** With Dust?

An unsealed air return system can make for a dusty home!

LEAKY RETURN DUCTS CREATE A DUSTY HOME

Pollutants from unconditioned spaces get sucked into your ducts leaving you with lots of dust and poor air quality.



Sealing air return ducts is important to you and your family's health and well-being. The American College of Allergy, Asthma & Immunology estimates that 50% of all illnesses are caused by poor indoor air quality (IAQ). The EPA lists indoor pollution as one of the top five environmental risks to public health, causing 8.5 million deaths each year.

Leaky return ducts will result in having:

- Dusty home and more frequent filter changes
- Poor and unhealthy indoor air quality
- Uncontrollable humidity problems
- Possible mold growth inside of your ducts from moisture
- Increased energy consumption

WHAT ARE RETURN VENTS AND WHERE ARE THEY LOCATED?

Return vents (also referred to as cool air return vents) pull the air from your rooms into your return ducts and send it back to your heating and cooling system. Return vents are usually larger than supply vents, and you will not feel air being blown out of them. Ductwork for returns is typically found in unconditioned spaces of your home, such as attics, inside walls or under floors, and even crawlspaces and basements. These spaces are often unreachable for contractors to fix or seal after the home is built without the need to demo and renovate.

WHY IT'S IMPORTANT TO SEAL AIR RETURN DUCTS

Most people assume that furnace filters are enough to collect the average amount of dust being circulated inside their home, but a leaky return will cause you to replace filters at a faster rate and if left in too long can put strain on your system. An unsealed air return duct system not only sucks in dirt, dust, allergens, smelly odors, and other pollutants from attics, crawlspaces, and interior walls, but it also brings in humidity from those very same spaces. The introduction of humidity into the ductwork causes comfort issues, and can also lead to mold growth. Sealing your return ducts eliminates the threat of moisture and mold as well as block out all those pollutants from being introduced into your home and being recycled over and over again every day.

TAKE CONTROL OF DUST WITH AEROSEAL

Sealing your ductwork with AeroSeal increases your home's indoor air quality, helping to eliminate dust, allergens, and odors coming inside from unconditioned spaces.



Blocks Dust & Allergens To Create a Cleaner Environment

Sealed air returns stop gross dust, dirt, allergens, and other air pollutants from being introduced into your system and then blasted all over your house.



Provides Healthier Airflow Throughout Your Home

In addition to greater airflow coming out of your vents, sealing your ducts blocks out all the filthy dust, dirt, and allergens, providing the fresh air that you expect and putting your mind at ease.



Control Humidity Issues and Avoid Mold Growth

Sealing your air returns will block humid and unconditioned air from entering the system and eliminate the threat of mold growth inside your ducts.

90%

Of your time is spent indoors

2-5X

Quality of indoor air can be more polluted than outside

TOP 5

The EPA states that IAQ is a Top 5 Health Risk

1 IN 12

The number of people with asthma continues to grow

AEROSEAL for

SYSTEM PERFORMANCE

Leaky Ducts Lead To DECREASED SYSTEM PERFORMANCE

And poor system performance leads to higher energy bills.

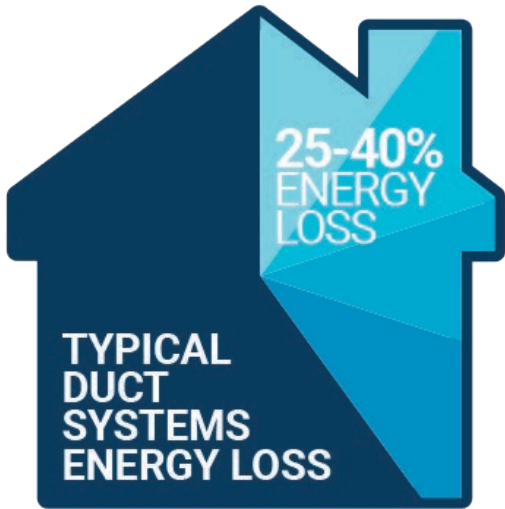
GET THE EFFICIENCY YOU PAID FOR

Sealing your ducts is the best way to achieve maximum efficiency from your equipment.

Sealing and insulating your ducts increases system efficiency, lowers your energy bills, and can often pay for itself in energy savings. Plus, if you're planning to install new heating and cooling equipment, a well-designed and sealed duct system may allow you to downsize to a smaller, less costly heating and cooling system that will provide better dehumidification.

Factory-Designed Efficiency		Delivered Efficiency with Unsealed Ducts			
		2% or Less (SEALED)	10% Leakage	20% Leakage	30% Leakage
A/C and Heat Pumps	24 SEER	23.3	20.3	16.6	12.9
	22 SEER	21.3	18.6	15.2	11.9
	20 SEER	19.4	16.9	13.9	10.8
	18 SEER	17.5	15.2	12.5	9.7
	16 SEER	15.5	13.5	11.1	8.6
	14 SEER	13.6	11.9	9.7	7.6
Furnaces	95% AFUE	93	85	76	67
	90% AFUE	88	81	72	63
	80% AFUE	78	72	64	56

Source: Comfort Institute. Based on Department of Energy Research and FL Energy Office Research Report: FSEC-CR-397-91 Degradation above is typical. Impact is up to 50% greater on AC performance if return air leakage is from a hot attic or attached garage. Impact is typically 50% to 100% greater on winter heating performance of a heat pump with electric resistance auxiliary heat.



25-40% ENERGY LOSS

“Typical duct systems lose 25-40 percent of the heating and cooling energy put out by the central furnace, heat pump or air conditioner. Duct repairs could be the most important energy improvement measure you can do.”

U.S. Department of Energy Consumer Report

“For an average home, leaky ducts can waste hundreds of dollars each year. Duct leakage also lowers the heating and cooling capacity, and can lessen equipment life.”

Southface Energy Institute

THINKING ABOUT BUYING A NEW A/C OR HEATING SYSTEM?

Don't let your old ducts keep you from getting the high performance you are paying for!

An investment in a new high efficiency heating and cooling system should save significantly on your utility bills. However, you won't save much if your existing ductwork is in bad shape.

Plus, if you're planning to install new heating and cooling equipment, a well-designed and sealed duct system may allow you to downsize to a smaller, less costly heating and cooling system that will provide better dehumidification.

Here's a short checklist of steps to take when looking into replacing your equipment:

- ✓ Slow down and do your research
- ✓ Find a contractor who can follow best industry practices when selecting a new system
- ✓ Get a comprehensive home & duct performance assessment
- ✓ Have test ran to measure air duct leakage, airflow and static pressure

BIGGER IS NOT ALWAYS BETTER

Does your current system seem to run non-stop, or do you have rooms that are too hot or too cold? If you were unhappy with your old unit, don't just assume you need bigger equipment. The real cause may be a bad duct system. It's rare to find a unit that actually is undersized. More often, the real problem is a weak duct system, air leaks, missing insulation, or inadequate maintenance.

Buying new high efficiency heating and cooling equipment, and then hooking it up to the typical inefficient duct system, is like buying a super-fuel efficient hybrid car and then driving it with a leak in the gas tank.

An Oversized Heating & Cooling System Leads To:

- Higher Utility Bills
- More Breakdowns & Repair Bills
- Uneven Temperatures
- Uncomfortable Summertime Humidity
- Increased Noise
- Greater Duct Leakage
- Increased Mold, Dust Mites and Allergies

AEROSEAL for **HOME COMFORT**

Your Home Should Be A **SAFE HAVEN**

You deserve to be comfortable and cozy in your own home with friends and family.

HIDDEN LEAKS IN YOUR AIR VENT AND DUCT SYSTEM ROB YOU OF COMFORT

[Instantly fix your home with AeroSeal.](#)

AeroSeal improves comfort in your home immediately, removing “dead zones”, and evening out temperatures in EVERY room and balancing air flow and humidity, so you can truly get the most out of your furnace, air conditioner and any smart thermostat and climate control technology.

Sealing your leaky ducts will result in:

- Greater humidity control
- Improved air flow
- Even temperatures
- Comfort in every room



Even Temperatures Throughout The House

AeroSeal allows the HVAC systems to properly heat and cool homes by delivering conditioned air where it is wanted, providing consistently even temperatures in every room of your home.



You'll Feel The Difference Immediately

Sealing your ducts dramatically increases the amount of airflow coming out of your vents, ensuring maximum conditioned air from your system as it should be.



Get A Great Night's Sleep

Another benefit of AeroSeal is by sealing your ducts you eliminate those stuffy upstairs rooms that are so uncomfortable in the warmer months because the conditioned air isn't reaching them.

90%

of your time is
spent indoors

25-40%

of conditioned air
is escaping

8°-10°

avg. difference in temps
between floors

UP TO 95%

Duct leakage reduction
achieved with AeroSeal

SPEND LESS. **SAVE MORE.**

Did you know you could be wasting as much as 40% of your home's energy?

CRINGE EVERY TIME YOU SEE YOUR ENERGY BILL?

With Aeroseal, you can put that hard-earned money back in your pocket.

The U.S. Department of Energy reports the typical home may lose from 25 to 40% of its conditioned air due to leaky ducts. As a result, your furnace or AC unit works harder and longer, consumes much more energy, and wears out sooner.

For you, this means sky-high utility bills and a shortened system life. The good news is, our simple and easy solution can save you money by saving you energy.

Sealing your leaky ducts will result in:

- Reduced energy consumption
- Lower energy bills
- Increased system performance
- Longer system life



Save Up To 30% On Your Energy Bills

This is a huge deal! A benefit you can truly see and feel in your wallet. You can realize an annual savings of up to \$850 per year on your heating and cooling bills.



Increase Your HVAC Efficiency

Sealing your ducts allows the maximum amount of air to be delivered to the rooms throughout your home as it should. This allows the home to reach your desired temperature much faster, making it much more efficient.



Get A Better Performing System

Aerosealing your ducts will help get the most out of your system which equals more air from your vents providing greater home comfort and a longer system life.

47%

Avg. home's energy bill is spent on heating & cooling

\$0.30

Per \$1 spent on heating & cooling escapes

UP TO 95%

Duct leakage reduction achieved with Aeroseal

20-30%

Typical savings seen on energy after sealing



Specialty Environmental

695 N. Legacy Ridge Drive
Suite 200
Liberty Lake, WA 99019

509-535-1515

specialtygroup.co