

## HVAC Customers Benefit from Whole House Approach



Summers in San Antonio, home of Jon Wayne Heating and Air Conditioning, demand an efficient air conditioner to maintain a comfortable temperature and also conserve energy.

Vice President Jake McBee says the company is known for applying a “whole house approach” when evaluating the replacement of a HVAC system, taking into account duct size, attic insulation, window performance and other potential problem areas to make sure new equipment will perform properly and as efficiently as possible. Partnering with Owens Corning to use its approach to re-insulation is a perfect complement.

McBee was introduced to the opportunity today in re-insulation while discussing ductwork. “I knew my customers could benefit; since they are already increasing the R-value in their ductwork and it is easy to understand that the HVAC and duct system works with the whole house insulation, we knew we should make sure the attic has enough insulation as well.”

After talking with Owens Corning about the re-insulation opportunity here today and learning about the solutions they are offering – including the superior quality of the AttiCat® system – Jon Wayne’s sales force quickly grasped how re-insulation complements their current offerings. The team also knew that it would solve a major problem they have encountered in client satisfaction: when customers buy a high-efficiency air conditioning system with a high SEER (Seasonal Energy Efficiency Ratio) rating, but the home does not have enough insulation, so they do not reap the full benefits.

“We talk to our customers about making sure they have the right system for overall satisfaction. A home is like an envelope... if you have your air conditioner running and then open the windows even halfway, it’s not doing much. Without enough insulation, you can have the same effect.”

Jon Wayne’s team actively pursues re-insulation on every sales call in the home, packaging it with the other services they are offering. Each sales person measures the existing R-value and then presents customers with a spreadsheet that shows the square footage of the house and the cost to increase the insulation to R-38 or R-49, as recommended.

McBee reports a conversion rate of about 20 percent on adding re-insulation to HVAC upgrades, a number which the Company expects will continue to grow. “We are currently doing an average of one to two re-insulation projects a day and receiving an increasingly positive response.” Many customers are already aware of the possibility for energy savings since the topic is top of mind with winter only weeks away – rebate programs and advertising by the local utilities are also helping pique interest.

Once a job is complete, the installer measures the “heat load,” which changes once the attic is insulated and a new air conditioner is installed. McBee says they find that the heat load typically drops by half a ton or more if they double the R-value of existing insulation. “It’s common that the monthly cost of the air conditioner is covered by the drop in the energy bill.”

“Owens Corning’s program has been instrumental in helping us expand into an emerging category, providing the tools so we can offer a complete solution to our customers in making their homes energy efficient from top to bottom.”