



AIR DISTRIBUTION
MOVING AIR FORWARD®



**See how adding duct retrofit
and attic re-insulation services
can help you:**

- ✓ Improve take per job
- ✓ Increase off-season sales
- ✓ Elevate your brand reputation,
loyalty and referrals

DUCT RETROFIT **OPPORTUNITY**

A WHOLE-HOME APPROACH TO HVAC SALES

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A PRACTICAL APPROACH

This approach is meant to help you, the HVAC contractor, build your business by taking advantage of untapped opportunities within your existing markets.

Read on to discover how it can work for you.

- Business opportunity
- Customer conversation guide
- Sales tools and resources
- Best practices from successful contractors



Practical techniques based on what's working for real companies like yours.

We went on sales calls with real HVAC contractors who are building their businesses with these services. See how it can work for yours. Then check out their tips on page 15.

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ADD OPPORTUNITY TO EVERY JOB

As an HVAC contractor, you're well positioned to establish yourself as the go-to expert for complete solutions related to a home's overall comfort. In addition to installing and servicing HVAC units, consider what these related opportunities could mean for your business.

Example averages^{1,2} by project type

Replace HVAC unit	\$ 6,500–7,500
Attic re-insulation	\$ 1,500–2,500
Duct retrofit	\$ 5,500–6,500

Total project opportunity \$13,500–16,500+

The duct retrofit opportunity is particularly well-suited to HVAC contractors in the Southern United States where:

- Residential ductwork is easily accessible and in unconditioned space (e.g., in the attic)
- Duct board and flexible duct are commonly used in new construction
- Age of homes and current codes support a same-for-same replacement solution



ATTIC RE-INSULATION



More than

90%

OF HOMES ARE UNDER-INSULATED³, FALLING SHORT OF CURRENT DOE GUIDELINES FOR ENERGY EFFICIENCY

Easily add loosefill insulation for improved comfort and energy efficiency with the ProCat® system

DUCT RETROFIT



An average home loses up to

30%

OF AIR THAT MOVES THROUGH THE DUCT SYSTEM DUE TO LEAKS, HOLES, AND POORLY CONNECTED DUCTS⁴

Replacing and resealing old ductwork can help homeowners optimize air quality, comfort and energy costs

Opportunity

Solution

A GREAT WAY TO BALANCE YOUR BUSINESS

In addition to labor, a common challenge across contractors is managing the peaks and valleys throughout the year. Adding attic re-insulation and duct retrofit projects helps keep your crews busy in the off-season,

especially when the attic temperatures aren't as extreme. Balancing your business can help keep your installers happy and loyal, so you retain your crews and spend less time hiring and training every year.



1 Revenue numbers based on information provided by HVAC contractors in market research interviews conducted by Owens Corning and marketing partners

2 This document is intended to provide general information and is not a promise or guarantee. Results may vary.

3 "Under-insulated" meaning when compared to the minimum prescriptive wall and ceiling insulation R-values found in 2012 International Energy Conservation Code (IECC)

4 Source: Energy Star. https://www.energystar.gov/campaign/heating_cooling/duct_sealing

SETTING THE GROUNDWORK FOR SUCCESS

Don't underestimate the importance of a first impression. Use your first point of contact to set expectations and separate yourself from the competition.

BEFORE THE VISIT: SETTING EXPECTATIONS

Differentiate Yourself from the Start

Explain that an accurate diagnosis requires assessing the overall system. For that reason:

- We ask that Homeowner(s) be in attendance
- The appointment may take up to 2 hours of time
- We will need access to the attic

DURING THE VISIT: EDUCATE YOUR CUSTOMER

Elevate Your Business

Think beyond fixing a mechanical problem. Engage with homeowners to share your expertise and demonstrate solutions that can help improve the way they experience their home every day.

- Ask questions and listen to the homeowner's concerns, with the goal of understanding their priorities and motivations
- This allows you to present solutions in a way that is most relevant and meaningful
- Investigate the problem, engaging and educating the customer along the way
- Offer solutions that address their specific concerns (see pages 10–11)
- Provide options that empower the homeowner to feel in control of making an informed decision

This approach has been used successfully by contractors to sell upgrades and build long-term trust, which all drive additional referrals—an important source of high-quality leads.

Research shows that other top homeowner concerns include: ⁵



**AIR QUALITY
AND HEALTHINESS**



**SAVE MONEY
ON ENERGY BILLS**



**KEEP ROOMS
COMFORTABLE**

⁵ Air Duct Replacement, Survey of Homeowners. Aimpoint Research, May 2018.

⁶ HVAC contractor phone interviews. Interrupt, October 2019





Trust is

#1

**IN THE
SALES
PROCESS**

Contractors told us that quickly establishing trust with the homeowner or building owner was a top priority and the 1st focus in the sales process.⁶

Set Yourself Apart

When it comes to closing the sale, nothing matters more than trust. We've put together a compelling quality story that helps elevate you above the rest.

“ We fix issues that other contractors overlook. Our technicians understand your HVAC system as a whole, so we can find problems others miss and show you how to improve the quality, cost and comfort of your in-home environment. ”

CREATE A COMPELLING MESSAGE

Use the messaging below, along with the Customer Conversation Guide on the next page, to differentiate your level of expertise and tell a more relevant story to your homeowners.



Homeowner Messaging

Owens Corning has developed a simple homeowner message that helps you talk about the importance of properly maintaining their home's HVAC system—including

their ductwork and attic insulation. This approach helps homeowners feel informed and empowered—not "sold to".

When it comes to maintaining a healthy home, your HVAC system is a key factor. The largest (and most overlooked) component of that system is your home's ductwork. Because it carries air to every part of your home, the condition of your ductwork can affect your home in ways you may not realize. Our HVAC System Health Check evaluates 12 key factors to identify hidden problems in your ductwork and help **improve the quality, cost and comfort of your in-home environment.**



Support Air Quality

Address hidden problems in your system that can distribute contaminants, support mold and trigger allergies.

- Leaks can allow moisture to enter the system or create a vacuum effect that pulls dust and debris from unconditioned areas into your duct work.
- Poorly maintained HVAC systems can spread dust and other contaminants into the air.
- Help prevent problems by stopping issues at the source.

Control Energy Cost

Use less energy each month by addressing leaks and other inefficiencies to optimize your system.

- Leaky ducts and other undiagnosed problems might be raising your monthly energy bills.
- An improperly sized system not only costs more to operate, but will be less effective, more prone to condensation problems and likely to wear out sooner.
- Help save energy and money⁷ with an optimized system.

Enhance Home Comfort

Enjoy more pleasant temperatures throughout your home with more even distribution of heated and cooled air.

- If you have hot or cold spots in your home, your ductwork might be the cause.
- Ducts that are damaged, leaky or improperly sized can make it difficult for air to get to certain areas.
- Reduce the load on your system and keep more comfortable air inside your living area with a properly sealed HVAC system and properly insulated attic.

⁷ Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

CUSTOMER CONVERSATION GUIDE

There are many different reasons why homeowners may contact an HVAC contractor. Use this guide to help you position your message in the most relevant way.

	URGENT		NEUTRAL
REASON FOR CALL	NOT WORKING: NO AC / HEAT	SUSPECTED PROBLEM	SCHEDULED MAINTENANCE
WHAT THEY'RE THINKING	Fix it ASAP!	Is there a problem?	Check this off my to-do list.
THEIR GOAL	Get back to normal	Identify source of performance or air quality issues	Meet an obligation; avoid surprises later
WHAT THEY'RE FEELING	I wasn't expecting this. Now I have to decide quickly and don't want to get taken advantage of.	What will they find? How serious (expensive) will it be?	I'm staying on top of things.
FOCUS ON...	PRESSURED AIR QUALITY, COST, COMFORT Explain the importance of addressing the duct system to optimize investment in a new unit—but offer flexibility in timing. This alleviates the feeling of being pressured and allows time to plan for additional costs.	CONCERNED AIR QUALITY, COMFORT Connect your findings back to their specific concerns. Under-insulation can contribute to condensation as well as system inefficiency.	ORGANIZED/RESPONSIBLE AIR QUALITY, COST, COMFORT Use the HVAC System Health Check to provide baseline information on the status of their system.

PROACTIVE

REQUESTED CLEANING



I want more
peace of mind.

Improve IAQ, after moving into
a house, doing renovations
or suspecting allergies

I'm doing
something
good for my
home and family.

SMART / HEALTH-CONSCIOUS

AIR QUALITY

Explain that duct cleaning won't
address underlying issues. Note
that the effectiveness of duct
cleaning is not proven, and can
sometimes increase contaminants.

SYSTEM UPGRADE



What are
my options?

Update/upgrade system
due to age or remodeling

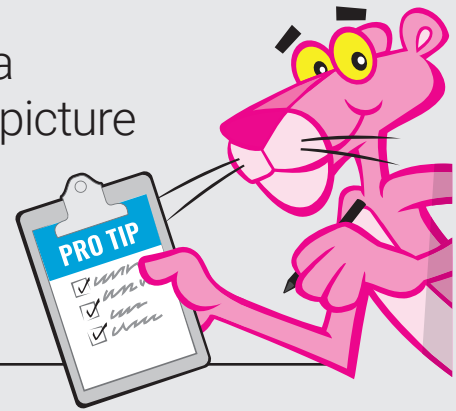
I'm investing in
making my home
better and more
comfortable.

OPTIMISTIC

AIR QUALITY, COST, COMFORT

Connect your findings back to their
specific concerns. Position a duct
update as part of a whole-house
solution designed to optimize air
quality, cost and comfort.

Create a
mental picture



Using a familiar example can help make new
information easier to understand. Consider
using these analogies to tell a visual story
your customer can relate to.

New Engine / Old Car



Putting a new high-efficiency unit into a home
with the wrong-sized or leaky ducts won't
deliver the performance the homeowner
expects. It's like putting a NASCAR engine
into 1970 Pinto. The engine may be capable
of great things, but its performance is limited
by the system it's part of.

Leaky Gas Pump



What if every time you pumped gas, 30% of it
ended up on the ground, instead of in your gas
tank? That's what happens every time you run
your system with leaky ducts.

TRAINING & SUPPORT TOOLS

Owens Corning is dedicated to your success and continues to invest in training and support tools.

A knowledgeable technician is immediately more credible than a mere salesperson selling equipment on price only. When your technicians understand what to look for and believe in the value of what they're selling, they're able to take those homeowner conversations to a whole new level.



“

If you want to talk about what's going to drive duct replacement, it's educating your techs to identify the problems.

”

Successful HVAC contractor



Training for Your Team

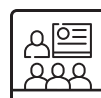
Comprehensive training was listed by all contractors as a huge value to their business. Owens Corning provides In-Home Selling and Technical Training for contractors around the country.



(1 DAY)

BPI Infiltration and Duct Leakage (IDL) Certification

This single measure certification meets 2009/2012/2015 IECC code compliance for builders, contractors and code officials who must perform duct leakage testing, and/or blower door tests on new construction or renovations to existing properties. Passing the exam (field exam only) verifies the candidates can conduct duct leakage testing and blower door tests to the ASTM E1554-07 standard and awards the candidate with the BPI Infiltration and Duct Leakage (IDL) Certification.



(1 DAY)

In-Home Sales Training

Help contractors increase average sales by implementing a sales training system that is scalable, repeatable and consistent. This allows contractors to help increase material volume and profits. We teach contractors how to differentiate their business by utilizing a home assessment for the consumer highlighting the many Owens Corning products and the contractor services. Provide sales call ride-alongs to build competency and confidence in their ability.



(2 HRS.)

Duct Board Fabrication

This course will teach how to cut duct board with appropriate hand tools using the Ship Lap Method. The course will show how to build plenum boxes and fittings including a three-piece 90°, a 30° offset and a reducer. Class also shows how to properly install flex duct.



(½ DAY)

ProCat® Training

Learn how to bid jobs and use the Owens Corning ProCat® Loosefill Insulation System to add attic insulation as part of a comprehensive services offering to help separate yourself from the competition.

Accredited Industry Training

As an Owens Corning customer, contractors also have access to a wide range of training opportunities from accredited industry organizations including the following:



READY TO GET STARTED?!

Contact your local Area Sales Manager to learn more about training opportunities in your region.

TOOLS TO SUPPORT YOUR BUSINESS

Owens Corning has tools and marketing support your team can use to help promote your services, facilitate customer conversations and remove common obstacles to help you attract customers and close the sale.

Homeowner Education

Build credibility and simplify homeowner conversations with educational materials designed especially for homeowners.



Material Difference Home™ HVAC System Health Check Poster

A powerful visual aid designed to help demonstrate the importance of the duct system and how our HVAC System Health Check helps protect the in-home environment.



Homeowner FAQ Sheet

Quick answers to common homeowner questions about the importance of their duct system performance and the potential reasons for an upgrade.



Owens Corning Retrofit Landing Page

Point homeowners to this landing page for additional information from Owens Corning.

Local Marketing Support



Get your message out with co-branded marketing materials, professionally created by our in-house marketing experts and customized for your company.

GET STARTED TODAY!

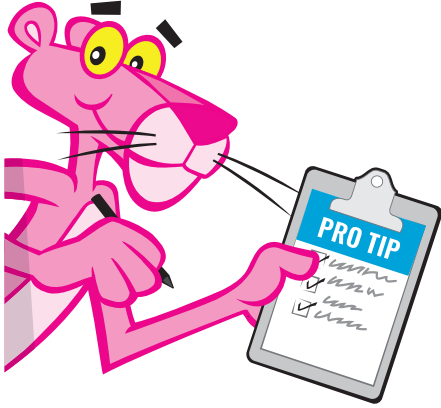
Contact your Owens Corning Air Distribution representative today to get your team trained and get started on this exciting business-building opportunity.

Financing Options through **GreenSky**™

The GreenSky™ Loan Program is a leader in home improvement financing, offering a paperless application process and decisions in seconds.

GreenSky allows homeowners to apply and be approved for financing now for future work. Payments begin when the work does, up to 6 months in advance, helping you to better balance your business and your customers to plan ahead for expenses.

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CONTRACTOR BEST PRACTICES

We talked to several successful contractors who are perfecting the way they sell duct update solutions. They tell us their close rate for this service is nearly 50%. Here are some of their top suggestions for success.

In-home tips for adding more revenue to every job:

1. Start with understanding what's important to the homeowner by asking questions. (See page 10–11.)
2. Demonstrate how you are different from other service providers.
You provide expert solutions that will address the whole-home environment, not just a quick fix.
3. Use analogies and visual aids to help homeowners understand the role of ductwork in their home.
4. Use professional tools and equipment that demonstrate how the homeowner's specific system looks and is performing compared to healthy systems.
5. Use language/terms that homeowners can easily understand—getting too technical can lead to mistrust.
6. Provide a fact-based solution, tied to their stated needs—a hard sell can lead to mistrust.
7. Provide no more than 3-4 options—typically 10% choose lowest, 10% highest and 80% choose the middle. (Too many options lead to confusion and abandonment of the purchase.)
8. Have financing options readily available, especially when selling a duct update solution.
9. Separate jobs during different times of the year to balance labor (and consumer's costs).
10. Deploy a satisfaction survey and ask for a referral (high profit jobs lead to high quality leads).



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