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IAQ Awareness  
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### **ALSO IN THIS ISSUE:**

- Anatomy of a High-Performance Sales Process
- Think About IAQ from a New Perspective
- **PARTNER SPOTLIGHT:**  
Arzel Zoning Technologies

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**PARTNER SPOTLIGHT:**

## Resilience and Innovation: Arzel Zoning's Post-Pandemic Outlook

What post-pandemic changes impacted this zoning system manufacturer and how did that benefit their customers?



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**SALES:**

## Anatomy of a High-Performance HVAC Sales Process

When Contractor Dawn Mroczek prepares for her sales calls, she uses an internal process to ensure the customer comes first. She shares these processes with you.



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## Thinking About IAQ from a New Perspective

Nate Copeland is all about keeping customers safe and comfortable in their homes. He takes IAQ on fully to accomplish that. Here are the lessons he learned.

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# How Important is Indoor Air Quality To Your Business? To Your Customers?



**Mike Weil** is editor-in-chief and director of communications and publications at National Comfort Institute, Inc. Contact him at [ncilink.com/ContactMe](http://ncilink.com/ContactMe).

**A**s I write this month's column, October is just around the corner. Here in Cleveland, the weather is getting colder and rainier. The leaves are just starting to change colors. And my neighbors and homeowners around the city are beginning to prepare for autumn, Halloween, and eventually, winter.

Also, October is **National Indoor Air Quality (IAQ) Awareness Month**. Observed annually, this month-long recognition event provides an opportunity to focus on the air we breathe indoors. But just how important is this to your company and your customers?

## WHY FOCUS ON IAQ?

Let's take a look at some numbers to start with. One of the more popular statistics about indoor spaces is how much time the average person spends there. The Environmental Protection Agency (EPA) estimates it at 90% in America! In my humble opinion, the quality of the air we're breathing 90% of the time is important, and it should matter to you.

This is a fact not necessarily lost upon the HVAC Industry. After all, there are plenty of contractor services (duct cleaning among them) and products (filtration systems, ozone products, UV lights, and more) to address the issue.

Furthermore, there are agreed-upon definitions for what is acceptable IAQ. Specifically, ASHRAE (American Society of Heating, Refrigeration and Air-Conditioning Engineers) has **Standard 62.1** and **62.2** that are applicable to most indoor settings. The standard defines acceptable indoor air quality as:

*"... air in which there are no known contaminants at harmful concentrations as determined by cognizant authorities and with which a*

*substantial majority (80% or more) of the people exposed do not express dissatisfaction."*

## YOUR ROLE IN IMPROVING IAQ

As High-Performance HVAC™ contractors, you certainly have a role to play. From doing the basics, like including things such as filter changes, equipment maintenance routines, IAQ testing, and ensuring that ductwork systems are not leaky, you can help customers remain safe from health concerns as well as comfortable within their homes.

But there is an even bigger role that you can play, especially if you make IAQ an important part of your service offerings, like Nathan Copeland of Copeland Home Services does.

Read his article on [page 17](#) where he talks about teaming up with an environmentalist and a mold remediation specialist to attack a rare, but harmful disease caused by mold.

In that article, he shares what he and his team do to find and solve these issues before they become life-threatening (and they can become life threatening) and the impact that has on both his company and the lives of customers.

IAQ issues include radon, tobacco smoke, carbon monoxide, and allergens from mold, insects, and pets. By offering IAQ upgrades and control strategies, you can help customers take charge of their comfort and health within their homes.

## HELP CUSTOMERS UNDERSTAND WHAT IAQ MEANS TO THEM

The last, and maybe most important part of this: communication. Your team should communicate clearly any and all IAQ issues you find through testing and measuring. In the end, you are the professional that customers depend on. Happy IAQ Awareness Month. NCI



SPONSOR Highlights

## TEMPERATURE TRAVERSE AND RESIDENTIAL FLOW HOODS

At the 2024 National Comfort Institute (NCI) Summit, [Evergreen Telemetry](#) is proudly showcased both the [Temperature Traverse](#) and [Residential Flow Hood kits](#).

The temperature traverse kit allows High-Performance HVAC™ contractors and technicians to simultaneously take up to eight different wet bulb and dry bulb temperature readings on a system. This attribute is ideal for system performance testing because it allows techs to read temperature and humidity in up to eight different rooms at once!

The Residential Flow Hood kits offer 16x16x24-in. and 24x24x36-in. skirts and frame options. These compact designs enable technicians to read supply and



return grilles in even the tightest of hallways and corridors. Again, this innovation is to help those focused on system performance to streamline their testing.

Contractors who attended NCI's Summit learned how our staff will meet with their employees, in the classroom, or on job sites, to provide training.

Our representatives used this time to observe contractor standard practices and better understand their needs. This is our first step to improving existing products and inventing new solutions to add to the product line.

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If you missed us at the 2024 NCI Summit, or for more information about our products and services, visit our website at [evergreentelemetry.com](http://evergreentelemetry.com). 

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# Resilience and Innovation: Arzel Zoning's Post-Pandemic Outlook

**A**rzel Zoning Technology is a leading manufacturer of HVAC zoning systems founded in 1983. We [profiled this company in January 2021](#), and in the intervening years, a lot has changed. However, the company has demonstrated remarkable resilience and adaptability while navigating the challenges initially posed by the COVID-19 pandemic.

Ken Barton, vice president of technical sales at Arzel, shares insights into how they overcame supply chain disruptions, workforce challenges, and market fluctuations.

The key is that Arzel also managed this while continuing to support their HVAC contractor customers and innovate their product offerings.

## NAVIGATING THE PANDEMIC

“Like everyone else, we faced our struggles,” says Ken Barton, reflecting on the early days of the pandemic. “Initially, we managed to navigate for nearly 12 months almost unscathed because we had a plan and stocked up on necessary parts and materials.”

However, he says the prolonged nature of COVID-19 brought unexpected challenges.

“We didn’t anticipate the pandemic would last as long as it did. Eventually, we started seeing shortages of raw materials and had difficulties finding employees,” Barton explains.

To maintain operations, Arzel could

not simply lock down and have their employees work from home. Most of them still had to come in.

“We adopted a hybrid model where a core group had to be on-site to fulfill orders and build products. We spaced out the in-person team to protect them and set up others remotely.”

Employee levels are now back to normal.



Ken Barton

## OVERCOMING SUPPLY CHAIN CHALLENGES

The pandemic caused more than a year of significant back orders on Arzel’s flagship products.

“This situation forced us to look for new suppliers and partners,” Barton recalls. “Through this process, we found new sources, enabling us to manufacture and distribute our products at lower prices than before the pandemic.”

Barton highlights the unique position Arzel found itself in compared to competitors.

“Every other manufacturer that was having the same supply chain issues was raising their prices, but Arzel only had one price increase, which was NOT across all our products. We were able to pass those savings onto our customers and were selling products at lower prices in many cases.”

## TECHNOLOGICAL ENHANCEMENT AND TRAINING

Arzel’s commitment to contractor education, mainly through its [Comfort College program](#), faced significant hurdles during the pandemic.

“COVID-19 halted our face-to-face training,” Barton says. “We quickly pivoted to online webinars, partnering with states and local municipalities to ensure our contractors could earn CEUs.

“Once restrictions eased, we resumed in-person Comfort College sessions, though it took time for attendance to pick up. Now, we’re running at capacity and sometimes need to refer people to future sessions.”

Recognizing the changing landscape, Barton says Arzel invested heavily in creating a robust video training library. These short videos cover everything from powering the Arzel Zoning system to troubleshooting and installation tips.

He says they distribute these train-



ing videos through social media, YouTube, and their website.

“This content has gained a lot of momentum and has been well-received by our contractors and distributors,” he adds.

### OUTSTANDING CUSTOMER SUPPORT

Arzel’s technical support team, which is comprised of field-trained veterans, has always provided excellent help to their contractor customers.

“Our technical support team, all field-trained veterans, provides direct assistance for installation or service issues,” Barton states. “They can even use video chat to help diagnose problems. This rapid, knowledgeable support has been a significant differentiator for us.”

The company’s strong emphasis on customer support extends to system design and custom applications. “We get a lot of those,” Barton says, emphasizing the importance of helping contractors with unique challenges.

### STRATEGIC PARTNERSHIPS AND MARKET ADAPTATION

Arzel’s strategic partnerships, particularly with organizations like [National Comfort Institute](#) (NCI), according to Barton, have been instrumental in helping the organization to maintain

their market position.

“Our partnership with NCI and their High-Performance HVAC™ contractors is crucial,” he notes. “These contractors are knowledgeable, professional, and committed to excellence. They don’t just install equipment; they test, measure, and fix underlying issues. This alignment with our values enhances our market position and drives our success.”

Barton recalls a memorable experience with one NCI-trained contractor who reaffirmed his commitment to the system approach that NCI teaches:

“During an [NCI Summit](#) a few years ago, one of NCI’s members, a contractor named [Vince DiFilippo](#), did a workshop on how to make duct systems work right using zones. He mentioned no product brands, but his slides featured Arzel products.

“My tradeshow booth became flooded with contractors eager to learn more.”

### LOOKING AHEAD

Ken Barton emphasizes the dynamic nature of the HVAC industry, where technological advancements and market shifts are constant.

“We’re in exciting times with rapid technological advancements,” he says. “Arzel is working on new products all the time, and while I can’t

share any specifics, we think our next generation of controls is going to be very exciting.”

There are still ongoing challenges left over from the pandemic years. Barton mentions the biggest remains supply chain issues, with the addition of regulatory changes.

“Supply chain issues continue to crop up, but we’ve built a surplus stock to navigate these challenges,” he explains.

“Regulations are also a moving target, so we stay active with [ACCA](#) and [AHRI](#), our voices on Capitol Hill. These organizations help us stay ahead of regulatory changes and industry developments.”





**COMMITMENT TO INNOVATION**

Despite the challenges, Arzel remains committed to innovation and excellence.

“Arzel’s legacy is simplicity, easy installation, reliability, and quietness,” Barton asserts. “We can put up to 40 dampers on one system, and with a dual pump, we can handle 80 to 100 dampers. This flexibility makes our systems ideal for both retrofit and new markets.”

Reflecting on the company’s market approach, Barton says, “Our zoning uses air-driven versus motor-driven technology. It’s simpler and doesn’t break down as much as the more complicated motorized zoning systems out there.

“We have a cycle test damper that’s gone through 23 million cycles without failure. Based on its simplicity, customers have come up with their own slogan for us: ‘Arzel just works.’”

**BE ROBUST AND ADAPTABLE**

Arzel Zoning’s journey through the pandemic underscores the company’s resilience, innovation, and unwavering commitment to customer support and contractor education. By leveraging new technologies, enhancing training programs, and maintaining robust technical support, Arzel continues to be a leader in the HVAC industry. Their dedication to excellence

positions them for continued success and growth.

Ken Barton’s insights reveal a company that weathered the pandemic storm and emerged more robust and adaptable. Arzel’s commitment to innovation and contractor support ensures its place at the forefront of the HVAC industry as it looks to the future.

For these and many other reasons, the **High-Performance HVAC Today** magazine team once again shines our *Partner Spotlight* on **Arzel Zoning Technologies**. Congratulations to Ken Barton and his entire team. 



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### UPCOMING NCI TRAINING: OCTOBER - NOVEMBER 2024

#### PUBLIC LIVE TRAINING

##### Combustion Performance & Carbon Monoxide Safety Training Program

October 1-3: Austin, TX  
October 22-24: Mentor, OH  
October 22-24: Grand Rapids, MI  
November 5-7: Troy, MI  
November 5-7: Centennial, CO  
November 12-14: Kenilworth, NJ

##### Airflow Testing and Diagnostics

October 1: Dayton, OH  
October 15: Johnstown, CO  
October 29: Kissimmee, FL  
November 5: Waterbury, CT  
November 5: Austin, TX  
November 5: Burlington, NJ  
November 19: Florence, KY

##### Duct System Optimization Certification Program

October 2-3: Dayton, OH  
October 16-17: Johnstown, CO  
October 30-31: Kissimmee, FL  
November 6-7: Waterbury, CT  
November 6-7: Austin, TX  
November 6-7: Burlington, NJ  
November 20-21: Florence, KY

##### Residential HVAC System Performance and Air Balancing Certification Bundle

October 8-10: Glen Burnie, MD  
November 12-14: Somerville, MA  
November 19-21: Tampa, FL

##### Duct System Optimization and Residential Air Balancing Certification Program

October 15-17: Foxborough, MA

#### PUBLIC LIVE TRAINING (cont.)

##### Refrigerant-Side Performance Certification Program

October 22-23: Denver, CO

#### PUBLIC ONLINE LIVE TRAINING Residential System Performance Training Program - ONLINE LIVE

October 1-2  
October 8-9

##### Duct System Optimization Certification Program - ONLINE LIVE

Oct 22-23  
Oct 29-30

##### Combustion Performance and Carbon Monoxide Safety Recertification Training Program

November 12-13

#### \*SCE SPONSORED LIVE TRAINING ncilink.com/SCESchedule

##### Combustion Performance & Carbon Monoxide Safety Training Program

October 1-3: Anaheim, CA

##### Airflow Testing and Diagnostics

October 15: Anaheim, CA

##### Airflow Testing & Diagnostics Implementation Workshop

October 16-17: Anaheim, CA

##### Hydronic Testing, Adjusting, and Balancing

October 22-23: Tulare, CA

##### Commercial Air Balancing Certification Program

November 5-7: Anaheim, CA

#### \*SCE SPONSORED LIVE TRAINING (cont.)

##### Residential System Performance Certification Program

November 19-20: Anaheim, CA

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##### Duct System Optimization - ONLINE LIVE

October 22-23: Part 1-2  
October 29-30: Part 3-4

#### \*\*TECH CLEAN CALIFORNIA TRAINING ncilink.com/TECHCleanCA

##### Airflow Testing and Diagnostics

October 29: Stockton, CA

##### Refrigerant-Side Performance Certification Program

October 30-31: Stockton, CA

##### Residential HVAC System Performance & Electrification Training Program

November 5-7: Stockton, CA

#### \*\*TECH CLEAN CALIFORNIA ONLINE LIVE TRAINING ncilink.com/TECHCleanCA

##### Residential System Performance Training Program - ONLINE LIVE

October 1-2: Part 1-2  
October 8-9: Part 3-4

##### Electrification Training Program

October 16

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\*\* NCI training sponsored by TECH Clean California for qualified local contractors.



Visit [NCIlink.com/ClassSchedule](https://ncilink.com/ClassSchedule) to view the latest schedule.

# Anatomy of A High-Performance Sales Process

**B**efore exploring High-Performance HVAC™ sales, we need to define the difference between “function” and “high performance.”

From a function standpoint, a customer’s HVAC system turns on, and most of the time, the average system operates at 57% efficiency or less. How do we know this? Groups like National Comfort Institute (NCI) have been testing, measuring, and studying HVAC systems across the United States AND Canada for the past 30 years.

NCI has gathered and analyzed those results, and the sad truth is that more than half of all systems are under-performing, robbing customers of the comfort and energy efficiency they expect and have paid for.

Typically, these systems DO function – meaning they heat and cool homes. But they do NOT function properly and can often negatively impact the safety, health, comfort, and efficiency of a

customer’s home.

## PERFORMANCE OVER FUNCTION

The function of most HVAC systems is often viewed as how equipment operates. Data for this comes from tests manufacturers do in labs. This data usually does not include the impact of ductwork and the building envelope on airflow.

That is where performance comes in. A heating system is made of the equipment you buy, install, and service from manufacturers and distributors, as well as the duct system that delivers conditioned air to your customers’ living spaces. Performance centers around airflow because it is the lifeblood of the HVAC system. Airflow can be negatively impacted if ductwork is shoddy, leaky, or poorly designed.

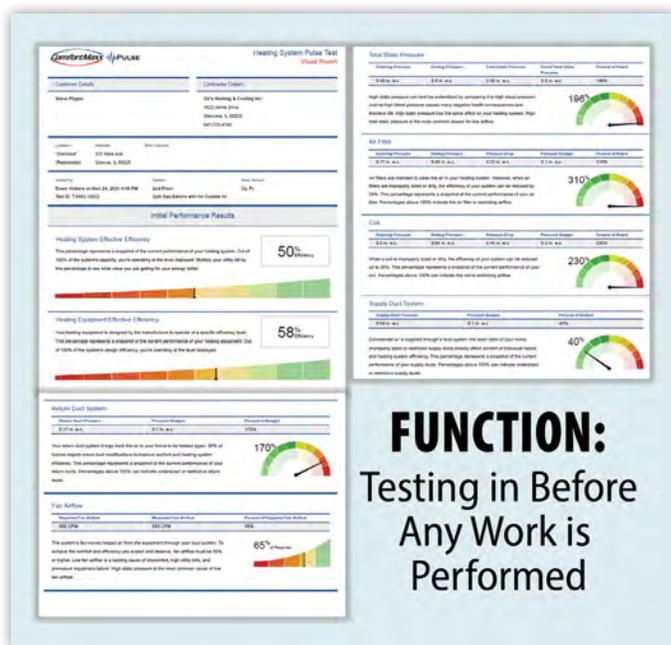
Performance by this definition means taking proper total static pressure measurements, ensuring air filters can do their job without being too restrictive, ensuring properly sized supply ducts deliver proper airflow to each room, and ensuring you meet required fan airflow conditions.

Performance can’t just happen. It requires three things: training, a process, and follow-up.

## WHAT’S THIS GOT TO DO WITH SALES?

Without a process, you create chaos regarding everything in your company, including sales. A lot of contractors wonder who benefits from high-performance contracting. That answer is also threefold. From a sales standpoint, performance creates a win for your customers, employees, AND your company.

From the customer’s standpoint, testing and measuring performance can help them get the value they paid for. Don’t you agree they deserve





a safer, healthier, more comfortable home and building?

Part of your sales process is to show how this approach can help customers reduce utility costs and provide more value for their dollar.

That value is in the form of longer-lasting equipment and fewer equipment breakdowns.

In my experience, high-performance sales benefits employees by helping you create better career paths, generate better income, and provide job stability for them.

Selling duct renovations and air upgrades is year-round work and can contribute to personal growth and value.

### CUSTOMER EDUCATION SHOULD BE THE FOCUS

I view high-performance system renovation work not as something I sell but as something the customer invests in. We can teach customers about their homes using our training and the tools and instruments to test and measure.

Airflow testing and diagnostics is the right thing to do. Talking to customers is also part of any high-performance sales process. That is how we discover their pain points. Once we know their pain, we can help customers buy the best solutions for what THEY want and need.

By the way, educating customers is all about communication. It's also

about getting them involved in the testing process. Engaging with customers on this level, showing them proof of what is causing their HVAC systems not to perform as intended, nearly closes all our sales.

### GV'S SALES LEADS: HOW DO WE GET THEM?

At our company, we see three types of sales leads:

- Traditional Replacement Lead
- Service-Generated Call Turnovers
- Homeowners Seeking Solutions.

**Traditional replacement leads** come from our marketing programs. We focus on how our high-performance approach differentiates us from other contractors in our marketplace.

While on calls, we document what we do; in marketing, we document what customers tell us when we ask how we did.

And perhaps most importantly, we measure our marketing results. As NCI's motto states, **"If You Don't Measure, You're Just Guessing."**

When we follow up on a traditional replacement lead, we are not looking

at the equipment but also the overall heating/cooling duct system. We perform a full Performance Test on the system; static pressure, temperatures at the equipment, measurements of duct system, blower speed, fittings, etc.

Then we proceed to evaluate the duct system; supply registers, return grilles, temperatures at the supply registers and return grilles, sizing of the ductwork, counting the supplies/returns in the home, and performing a full room-by-room Manual J to verify the sizing of the heating/cooling equipment.

We inform the client that this process takes about 2-3 hours depending on the extent of the diagnosis. The performance of the existing system

**High-Performance: Testing Our After Work is Completed**

ranges from 55%-65% based on the data we collect and input into **ComfortMaxx™**.

When it comes to our marketing leads, we rely on Service Titan to track where our leads are coming from, and the revenue generated per campaign.

With Service Titan, we are able to see what campaigns are working. From looking at the data, our #1 revenue producer is our existing clients, #2 are customer referrals, and #3 are service referrals. All of our leads are from our internal marketing; we do not do direct mailing, billboards, or radio.

**Service-generated leads** are generated directly from testing and measuring. At GV's, we perform static pressure tests on every call. We also spend time with the customers, talking to them to find out where they have issues – hot or cold rooms, draft issues, dust or dirt appearing from nowhere, odors, etc.

Then, our service techs share what they learned, and we set up a follow-up with a comfort specialist to come in and do a deeper dive into problem spots. By the way, we document everything, including all our test results.

Documentation comes from the NCI AirMaxx™ app used with our TEC TrueFlow® grids and other tools and instruments.

**Homeowners who want solutions** to long-standing problems will call us unsolicited. These calls are usually detailed conversations where our customer service representatives will ask lots of questions, offer testing services, and set up appointments.

Our process includes documenting these calls to ensure we capture all customer information and use it to help the techs step through the



problems onsite.

The phone interview with these homeowners usually includes questions like:

- How long the customer has lived in the home
- How they found us – referral, an ad, social media, etc.
- The location of their furnace in the home. Depending on this location, we can determine whether our team will need a ladder or crawl-space gear
- Which rooms in their house are too hot or too cold
- We also ask if they've had repairs done by other contractors.

During this phone call, we typically explain that our evaluation can take two to three hours.

#### THE SALES CALL

We have three interview processes when on the job. The first is what I call the **traditional interview**. When our comfort specialist arrives at the customer's home, we always start with

an interview. Then it's time to test. We interpret airflow using our TrueFlow grid and try to get our customers involved while we are testing. This involvement is part of our customer education process.

The goal is to discover the issues, provide options for solutions, and never pressure them.

Then, we have our **service-generated interview**. Here, the tech talks with the customer and begins testing fairly quickly.

The tech brings in all the necessary tools – airflow hoods, instruments, test port installation kits, etc. We train the techs to include the client and to educate them. They record everything they find visually and through testing, then offer the customer options.

Again, they never try to push the customer.

And finally, when **homeowners are seeking solutions**, we offer them a paid diagnostic. The techs initially bring in all their tools and

interview the client. They will then introduce the client to the flow hood and begin testing, often asking the customer to help.

Again, this is part of our customer education process. Once they finish testing, the techs can offer homeowners options and never push them to buy anything.

### TECHNICIAN INTERVIEW QUESTIONS

Once on the job site, our techs are trained to ask questions to help them better understand the customer's pain points. These include:

- If you put the thermostat anywhere in your home, where would you put it?
- Who in your home suffers from allergies?
- How long has the problem been happening?
- Has anything changed?
- How long have you lived in your home?
- Over that time, what repairs to your HVAC system have been done?

Based on the customers' answers, technicians know better where to

focus their efforts. However, they are also trained to use their eyes – to look for things that can be telltale signs of other issues.

The tech has to be aware of the surroundings, be mindful of the customer's issues, and know how to interpret the test results. Once done, we can produce a proposal that provides options to help customers make the right purchase decision for themselves.

### THE PROPOSALS

Our proposals include the following information:

- Identify each problem discovered
- Set the status of the problem as to whether it has been addressed or not
- Any remarks, which include test results and any actions they took then and there, are also included.

We number each problem. We also include images corresponding to each number so the customer can see what the tech describes.

Additionally, we include images of our **ComfortMaxx™ Air** reports that detail our findings and explain proposed solutions. Each solution is detailed and priced out so the customer

can see their options and how much each one costs.

### THE HAND-OFF

Once the customer decides what they want to do, then the job gets organized. The comfort specialists get together with the installation team and walk them through the entire job.

Depending on the scope of the job, that walk-through may require an in-office meeting and/or a job site visit.

Then, we order all the equipment and materials based on the project schedule and deliver them to our warehouse in the assigned installer's bay lane.

On the scheduled day, the installers perform airflow measurements on the existing system before the work begins.

Finally, they do the renovation/installation. There is a daily review so our team always knows where the job stands. When done, the installer performs a test out so we can prove that we accomplished what we promised.

This process helps our team at GV's not only differentiate ourselves from competitors but also enables us to provide a unique service that solves customer comfort and energy issues, then prove that what we did worked. And that is the anatomy of high-performance sales at our company. **NCI**

## Dawn Mroczek Presented at the High-Performance HVAC Summit 2024

This article is based on a presentation given by **Dawn Mroczek** at National Comfort Institute's 2024 High-Performance HVAC Summit in Asheville, NC.



This session is titled, "The Anatomy of a High-Performance Sales Call," and covers how the sales team at GV's Heating incorporates system performance testing into their selling approach.

If you didn't attend this year's Summit, this article should give you the key highlights of what Dawn shared with those who did attend.

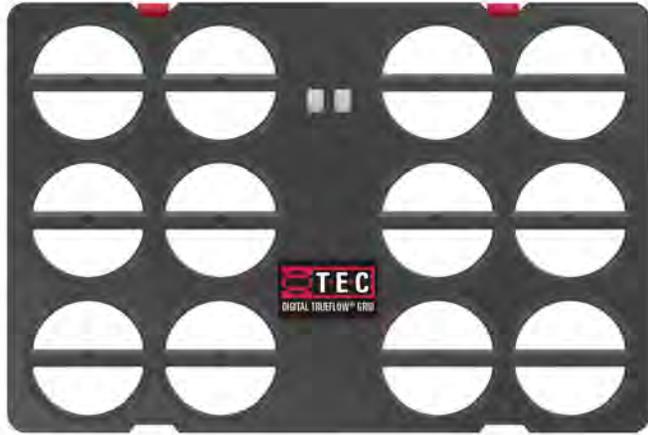
**Be sure to mark your calendars for the 2025 Summit, from September 9-12, 2025 in Austin, TX.**



**Dawn Mroczek** is a comfort specialist at **GV's Heating & Cooling** in Buffalo Grove, IL. In 2007, she moved into the sales position. She is certified in Commercial Air Balancing and Duct System Optimization. She is also the 2020 recipient of NCI's High-Performance Sales Excellence Award. You can reach out to her with questions at [ncilink.com/ContactMe](https://www.nciinc.com/ContactMe).



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# Thinking About Indoor Air Quality from A New Perspective

**A**s someone deeply involved in the HVAC industry, I've always been passionate about ensuring that my customers' homes are comfortable and healthy. Over the past 14 years, I've worked closely with a mold remediation company, tackling tough indoor air quality (IAQ) challenges.

This collaboration opened my eyes to the complexities of IAQ like never before and helped me better understand the critical role that proper HVAC systems play in maintaining a healthy indoor environment.

## BUILDING PROFESSIONAL RELATIONSHIPS

I began rethinking the idea of IAQ during a [Business Network International](#) (BNI) group event after meeting a mold remediation expert there. We found much in common, including blue-collar backgrounds, and we hit it off.

Over the years, our professional relationship has grown stronger, allowing us to tackle increasingly complex IAQ issues together.

This partnership has been instrumental in helping **Copeland Home Services** address problems that are usually beyond traditional HVAC solutions.

## DISCOVERING MYCOTOXINS

In the past two years, I've been introduced to the term "[mycotoxins](#)" by an environmentalist as well as my mold remediation specialist friend,

both who work closely with my company.

Mycotoxins are toxic compounds produced by certain types of mold, and they can have severe health implications.

This discovery was a game-changer for us, as we now have technology that can measure them, allowing us to diagnose and address mycotoxin issues more effectively.

## CASE STUDY 1: THE MALE CLIENT

One of our most challenging projects involved a male client who bought a house built in 1969. Shortly after moving in, he and his family began experiencing severe health issues.

Despite many tests, doctors couldn't identify the problem. It wasn't until doctors finally offered a mycotoxin poisoning diagnosis that the client un-

derstood the gravity of the situation.

He and his family had to move out of their new home and live with his parents for nearly a year and a half.

The environmentalist called us and our mold remediation contractor in, and – from

my point of view – I learned there was so much more going on than just your run-of-the-mill volatile organic compounds off-gassing from furniture, bad air infiltration, and bad ductwork that leaked.

The client's house had a nasty crawl space with mold. We even found mold inside the poorly maintained HVAC equipment.

Step one was to clean up the crawlspace and encapsulate it. This process involved scrubbing





the space, removing mold from floor joists, and installing a reinforced plastic barrier. The mold remediation company installed a properly sized dehumidifier to maintain a clean environment.

We inspected the ductwork and found it undersized and contaminated with dust, mold, and other microbial growth. We took pictures to show the homeowner the extent of the problem. He decided to replace the entire system based on our recommendations.

We explained to him that simply cleaning the ducts wouldn't solve the underlying issues due to improper sizing and compromised insulation. By starting fresh, we could ensure that the new system performs optimally and provides clean air.

For this project, we used the **RectorSeal® Dust Free 16** high-efficiency MERV 16 filter system, which provided excellent results. This was our first time using these filters, which proved highly effective in maintaining indoor air quality without relying on electronic purification products.

With the larger filter surface than the IQAir PerfectPro, in my opinion, you can achieve greater filtration with

a far lower static drop and maintain the same filter life up to three years!

#### **CASE STUDY 2: THE FEMALE CLIENT**

The second case involved a female client whose home, built in 1987, also had a contaminated crawl space. We followed a similar process of encapsulation and installing a dehumidifier.

For the ductwork, we opted for Koolduct trunk lines with anti microbial flex runs. We aimed to reduce contaminant particulate levels to under 25% of outdoor air, which we successfully achieved using a laser particle counter for confirmation.

For this project, we also used the IQ Air PerfectPro high-efficiency MERV 16 filter system, which provided excellent results. We've used these filters for nearly 15 years because they proved highly effective in maintaining indoor air quality without relying on electronic purification products.

#### **THE IMPORTANCE OF PROPER DUCT SIZING AND FILTRATION**

In both projects, we discovered how important it was to size the ducts properly. The truth is that a well-sized

and sealed duct system that uses high-quality filters can significantly reduce particulate matter in the air, eliminating the need for expensive electronic purification products.

By testing airflow and measuring particulate contamination before and after our work, we demonstrated the effectiveness of our solutions to both homeowners.

#### **FRESH AIR MAKEUP SYSTEMS**

In addition to ductwork and filtration, we provided fresh air makeup systems using the **Aprilaire E100V**, a 100-pint removal dehumidification system that ventilates the space with dry air. This system pre-filters the air to catch larger particulates and further filters it through the Dust Free 16 or **IQAir** systems.

Mechanically controlled fresh air makeup is ideal for solving IAQ problems, as it prevents reliance on random infiltration through walls, windows, and doors.

#### **RESULTS AND CUSTOMER SATISFACTION**

Both clients could move back into their homes after we completed our

work. The male client, who had been severely affected by mycotoxin poisoning, experienced significant improvements in his health. The before-and-after results were amazing.

There is a lot of noise about using plug-and-play electronic products to solve IAQ for customers.

Instead, we found that by focusing on high-quality filtration and controlled fresh air makeup, we can solve many problems.

Tight homes, whether new or renovated, often suffer from zero fresh air intake, leading to unhealthy indoor environments, especially when new furniture and other sources of VOCs are introduced.

### THE ROLE OF PERFORMANCE TESTING AND VERIFICATION

The team here at Copeland strongly believes in the High-Performance HVAC™ approach of measuring and testing systems. Combined with properly sized HVAC equipment and ductwork, our team provides customers with systems that achieve high performance and circulate clean air throughout their homes.

Recently, we started using tools like **measureQuick** software to test and measure airflow, static pressure, and system performance on every call. This data-driven approach allows us to produce customer-friendly reports to help homeowners understand the issues in their homes and make informed decisions.

In these two case studies, we didn't use measureQuick, but we are moving towards third-party verification using tools like **ConduitTech's** LI-DAR technology.

This technology provides accurate

load calculation coupled with room-by-room CFM requirements, ensuring our designs meet the highest standards.

Our training in duct sizing and airflow and the use of advanced tools allow us to achieve true Btu delivery. The before-and-after testing results are not based on opinions but on objective, third-party data. I love this scientific approach; it sets us apart and ensures our solutions are effective.



Example of the microbial and other growth inside ducts.

### SELLING IAQ SOLUTIONS

Selling IAQ solutions can be challenging, especially when the urgency isn't high. Both projects had a high urgency due to the severe impact on each client's day-to-day life. Preventative measures can be a harder sell because it's difficult for homeowners to justify the cost unless they've experienced the problems firsthand.

By clearly communicating with customers and showing them photos of what we find, we can help them understand the extent of the issues and prepare them for the necessary work.

In the case of our male client, the

photos alone were enough to show him why he was sick. To him, making the \$60,000 investment was completely worthwhile.

For the female client, her project also included the premium **Kingspan Koolduct System**, which features an antimicrobial **phenolic** foam trunk line with anti microbial flex duct. This system was more expensive but provided superior performance and peace of mind.

### CHALLENGES AND OPPORTUNITIES

Not all homeowners can afford extensive IAQ solutions. Those who can't qualify for financing may have to move out and disclose the issues. This situation is far from ideal. However, for those who do have the means, we can solve their problems and prove the effectiveness of our work.

On average, we handle four to five major IAQ projects like these per year. Each project requires a different mindset and approach, considering both the HVAC side and the broader environmental factors.

Working closely with an environmentalist and mold remediator became a game-changer in our case. Together, our measurement results provided the homeowners with a comprehensive view of their home's issues while helping us make sure our solutions are based on objective measurements.

### COMPANY GROWTH AND FUTURE PLANS

Copeland Home Services has undergone significant changes since its inception in 1981. We are on track to reach \$21 million in the next five years

and now have the opportunity to bring on new personnel, including a full installation crew and an HVAC / plumbing manager.

This allows us to bring on other new personnel, especially since we are looking to open a plumbing division.

This growth lets me focus more on sales and consulting, offering our IAQ solutions even on a smaller scale.

For example, we are working in a new subdivision with homes priced between \$2 and \$3 million. Despite their high price tags, these homes suffer from undersized duct systems and other HVAC issues.

By running measureQuick tests, we can identify and fix these problems, ensuring the systems perform as they should.

**MAINTAINING OUR INTEGRITY AND CULTURE**

I want to continue build on the integrity and morals established by my late grandfather and father. My grandfather always told me *“if you loose your integrity, you’ve lost everything.”*

I understand the importance of our company culture and we are investing in the company to scale up while maintaining our core values. This approach helps us to continue providing high-quality solutions and maintain the trust of our customers.

The world of IAQ has been both challenging and rewarding. By collaborating with environmentalists and mold remediation experts, we’ve tackled complex IAQ issues and provided

healthier living environments for our clients. Our data-driven approach and focus on proper duct sizing, filtration, and fresh air makeup sets us apart in our marketplace.

The satisfaction of seeing customers overcome health issues based on recommendations and the work we perform is priceless. Knowing that we’ve made a positive impact on their lives is what drives me every day. 



**Nathan Copeland** has been a seasoned HVAC technician / comfort advisor for nearly 25 years. He has held NCI’s certification in carbon monoxide and combustion for 20 years and is certified in air balancing. To learn more

about this IAQ program, you can reach him at [ncilink.com/ContactMe](http://ncilink.com/ContactMe).



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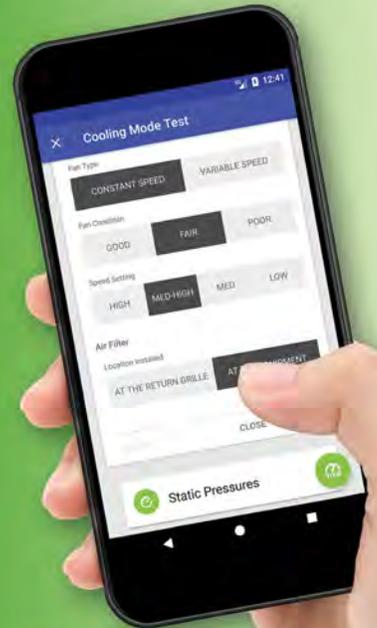
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## NCI Summit 2024 Breaks Records!

The 2024 High-Performance HVAC Summit is in the books as having broken the all-time attendance record. More than 200 contractors and vendors flocked to Asheville, NC to learn more about the opportunities afforded them by the high-performance process.

Furthermore, this year's Summit was attended by the most first time attendees than ever before.

And finally, Summit 2024 welcomed industry influencers to their first High-Performance HVAC conference. In fact, these influencers were part of a series of first-time events: live podcasts direct from the conference headquarters in the Asheville Crowne Plaza.

Podcasters interviewed a series of other industry influencers including:

- John Ellis from Dynamic Air Consulting Services
- Louise Keller of UEI
- Jim Bergman from measureQuick
- Brian Orr from Kalos Services
- Steve Rogers from The Energy Conservatory and others.

This year's theme was "OUTPERFORM!" with all workshops and sessions focused on helping contractors to outperform

competitors in general, but also outperform attendees' own sales and profits.

If you were unable to attend Summit in September, stay tuned. We will have a complete rundown in the November 2024 issue of this magazine.

## Contractor Recognition at Summit 2024

One of the most popular traditions at National Comfort Institute's High-Performance HVAC Summit is recognizing members who are, as CEO Dominick Guarino describes, "shining stars that truly are the heart and soul of the NCI family."

These contractors are committed to the High-Performance HVAC approach and are recognized so others can learn and follow their examples.

This year's winners are as follows:

- **Small Contractor of the Year** — Southeast Clean Air Solutions, Henrico, VA
- **Medium Contractor of the Year** — Cole Air, Lake Charles, LA
- **Large Contractor of the Year** — Worley's Home Services, Yorktown, VA
- **John Garofalo Implementation Excellence Award** — Vincent's Heating & Plumbing, Port Huron, MI

- **Jim Davis Technical Excellence Award** — Henry Sterling of DiMarco & Associates, Chagrin Falls OH
- **Rob Falke Servant Leadership Award** — John Boylan, Lakeside Service Co., Brighton, MI
- **Scott Johnson Training Excellence Award** — Davis Services, Spartanburg, SC
- **Spirit of Excellence Award** — Tom Johnson, TM Johnson Brothers, Cambridge, MN
- **Sales Excellence Award** — Hunter Wallace, Progressive Heating & Air, Newnan, GA
- **Vendor Partner of the Year Award** — The Energy Conservatory, Minneapolis, MN
- **The NCI 2024 Chairman's Award** — Nancy McKeraghan, Canco Climate-Care, Newmarket, Ontario Canada.

Congratulations to all of our winners. Be sure to read more details about these awards in the November issue of this magazine.

## Hold the Date! Summit 2025 Announcement

Yes, Summit 2024 is in the books, but wait, there is more! National Comfort Institute's **22nd Annual High-Performance HVAC Summit 2025** will be held in Austin, TX, at the Kalahari Resort from September 9th to 12th, 2025.



Registration for this event will be open soon. Stand by for more details and be sure to put this on your calendar today.

Be sure to check the Summit website at [gotosummit.com](https://gotosummit.com) for more details as they become available.





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# A New Vibe at the High-Performance HVAC™ Summit 2024!



**Dominick Guarino** is publisher of *High-Performance HVAC Today* magazine and CEO of National Comfort Institute, Inc. He can be reached at [ncilink.com/ContactMe](https://ncilink.com/ContactMe).

**A**nother High-Performance HVAC Summit is in the books. This year was possibly one of the best Summits ever! It was certainly the largest, topping 200+ attendees in Asheville, NC.

What made Summit 2024 a little different was a palpable vibe of excitement. There was a general confidence among attendees that this approach is completely doable, and it is truly differentiating their companies.

It was also awesome to see a new crop of attendees — who made up roughly 30% of the total — that are just now dipping their toes in the High-Performance HVAC pool.

Based on attendee feedback, the sessions were right on target, each aimed at a different component of implementing this unique approach.

Our hands-on **PerformanceTown** sessions were also a huge hit. With five sessions, virtually everyone could experience NCI's latest diagnostic approaches using tools like TEC's Trueflow Grid and the measureQuick application.

## INCREDIBLE PODCASTS AND STREAMING

Equally exciting was the number of podcasts, YouTube videos, and live streams produced at Summit in our new podcast booth. NCI's Adam Mufich coordinated seven different groups who either recorded or broadcasted live from Summit.

Here are just some of the videos available on Facebook and YouTube:

- **Anti DIY HVAC – Ted Cook at the NCI Summit:** [ncilink.com/NoDIYHVAC](https://ncilink.com/NoDIYHVAC)
- **HVAC Grapevine – NCI Summit (w/ Tim DeStassio and Zachary Ortwine):** [ncilink.com/Grapevine1](https://ncilink.com/Grapevine1)
- **Misfits of HVAC – Episode 70 (w/ David Richardson and Adam Mufich) (Tim Destassio and Jim Bergmann):** [ncilink.com/Misfits1](https://ncilink.com/Misfits1)

- **HVAC School – Live w/ Jim Bergmann from NCI Summit:** [ncilink.com/HVAC-School1](https://ncilink.com/HVAC-School1)
- **HVAC Grapevine – Carbon Monoxide Stories at NCI Summit (Audio only):** [ncilink.com/Grapevine2](https://ncilink.com/Grapevine2)
- **HVAC Grapevine – Episode 72 Blower door Testing w/ Steve Rogers from TEC:** [ncilink.com/Grapevine3](https://ncilink.com/Grapevine3)
- **HVAC Building Science Podcast – Live from NCI Summit (Paul Weibolt):** [ncilink.com/BldgSci](https://ncilink.com/BldgSci)
- **NCI Summit 2024 w/ John Ellis and Louis Kellar:** [ncilink.com/JEllisLKellar](https://ncilink.com/JEllisLKellar)

Another Summit highlight was our **21st Annual NCI Awards** honoring a number of companies and individuals who represent the best of the best in High-Performance HVAC.

## KEEPING THE VIBE ALIVE UNTIL NCI SUMMIT 2025!

NCI is launching a new online group coaching program this November to “*Keep the Vibe Alive*” followed by Summit 2025 in Austin Texas.

This new 10-part series, called “*Path to Performance Coaching*,” will be available first to this year’s Summit participants, then it will be opened to all NCI members and students based on space availability.

If the group gets too large we’ll add a second one so that the sessions can be truly interactive. Stay tuned for info on the ten monthly sessions.

Be sure to mark your calendar for the **High-Performance HVAC Summit in Austin, Texas September 9-12, 2025**. Registration will be open soon! 



# High-Performance HVAC™ Training



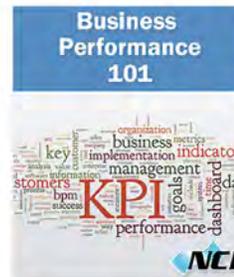
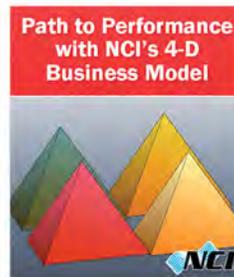
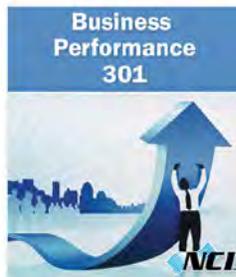
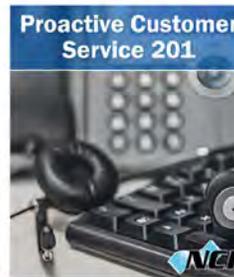
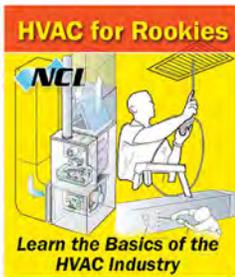
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Some Benefits of NCI's Online University Training:

- Training is available any day, any time, 24/7
- Enables you to train all of your employees - affordably
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- Training available from fundamentals to advanced courses.

## NCI'S ONLINE UNIVERSITY

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