



Attention Contractors & Builders: Why Improving Indoor Air Quality Can Enhance Your Business



Homeowner concern about indoor air quality (IAQ) is on the rise. Now that scientists have begun targeting the ever-increasing amount of air pollutants, toxins and contaminants in today's society, consumers are more likely to make air quality an issue in their home planning. Today's homebuyer is more informed and more educated than ever about the dangers of indoor air pollution caused by mold, moisture, and other bacteria in their home heating and cooling systems. And as more and more stories surface like the 2001 court case in Texas that awarded a homeowner \$32 million "as a result of mold infestation due to construction defects," families will become even more interested in solving IAQ problems before they start. Of course, a more informed consumer is a more demanding consumer, which means that the need for informed, IAQ-savvy builders and contractors is always increasing.

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The American Bar Association claims that mold is growing so quickly as a source of litigation and liability in the real estate industry that it may "surpass asbestos in terms of case volume and value." In 1999, only 12 mold lawsuits were heard in the U.S.; only two years later, that number had jumped to 12,000. And insurance companies are becoming less hesitant to warranty damages due to mold. In some states, policyholders must opt for additional \$10,000 coverage "for loss caused by fungi, wet or dry rot, or bacteria" in order to gain peace of mind about the issue of mold in their home. And while insurance companies are scrambling to react to the growing number of mold-related claims, affordable insurance available to homebuilders covering mold-related problems is becoming increasingly difficult to find.

The federal government clearly understands the significance of the problem, since the Environmental Protection Agency (EPA), the Centers for Disease Control (CDC) and the Occupational Safety and Health Administration (OSHA) have all begun to provide consumer education materials, guidelines for mold assessment and remediation, and new standards in relation to black mold issues. The American Lung Association has also developed the Health House Program to educate the public about the dangers associated with polluted indoor air.

Clearly, there is a need within the building and construction industry to address this serious problem. IAQ is becoming an increasingly hot topic with a considerable amount of press being given it in various trade and consumer publications. Mold is now the focus of countless industry seminars, research studies and magazine articles and all of the HVAC-related trade associations are addressing it in their conferences and other venues.

Fortunately, builders and contractors have an opportunity to address the issue with their homeowners before it becomes a costly headache for them down the road. After all, as a Dallas-based survey concluded, three in ten homeowners are looking for IAQ improvements. Builders and contractors have an excellent start toward a preventative IAQ solution with antimicrobial, mold- and mildew-resistant HVAC products like those produced by Thermaflex®. Thermaflex has

developed EverClean™, a top quality, insulated flexible duct insulated with Owens Corning insulation for use in home heating and cooling systems. It resists mold and mildew growth so well that the GREENGUARD Environmental Institute (GEI) has certified it for superior indoor air quality. To earn this certification, EverClean had to undergo and pass a series of rigorous emissions test for levels of total particles, formaldehyde and other volatile organic compounds. Recent third party market research has also confirmed EverClean as an excellent match for improving home IAQ. Above all, EverClean comes with a lifetime warranty (to original homeowner), by far the best homeowner peace of mind the HVAC industry can offer.

"Once consumers are educated...they are willing to spend significantly more (30% to 50% of total system cost) to have comfortable, healthy and safe indoor environments."

By educating your customers and adopting a proactive approach, builders and contractors can gain a considerable advantage over their competitors. Since many homeowners are already familiar with and concerned about IAQ issues, offering a solution to a potentially serious problem is invaluable service and sets a builder or contractor apart from his competition. By investing time for self-education and by making use of solutions like EverClean, a builder or contractor can provide lasting peace of mind for homeowners while establishing a reputation as a provider of reliable solutions.

Talk to your builder about EverClean™



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