

Sell

HIGH-PERFORMANCE

HVAC

through Homeowner Education

REQUEST



FREE COPY



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What the heck is a
**HIGH-
PERFORMANCE
HVAC SYSTEM?**



Is this a

**HIGH-
PERFORMANCE
AUTOMOBILE?**



What the heck is a

**HIGH-
PERFORMANCE
HVAC SYSTEM?**

SAFE

HEALTHY

COMFORTABLE

EFFICIENT

Is this a

**HIGH-
PERFORMANCE
AUTOMOBILE?**



What the heck is a

**HIGH-
PERFORMANCE
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SAFE

HEALTHY

COMFORTABLE

EFFICIENT



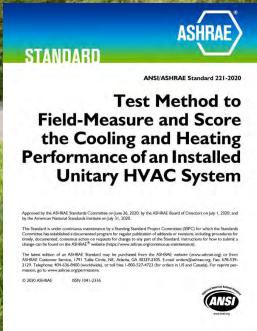
Homeowners are unaware that their home could easily be safer, healthier, more comfortable, and energy efficient.

They tolerate rooms that are uncomfortable; too much dust; uncontrolled humidity; and hazardous conditions.

That's just the way it is...



North American homeowners waste millions of dollars every year **trying** to resolve safety, health, comfort, and efficiency concerns.



ASHRAE 221-2020 can help justify HVAC system renovation sales that earn higher net profits and more five-star reviews, all at the same time.



Sell High-Performance HVAC through Homeowner Education

STANDARD



ANSI/ASHRAE Standard 221-2020

Test Method to Field-Measure and Score the Cooling and Heating Performance of an Installed Unitary HVAC System

Approved by the ASHRAE Standards Committee on June 26, 2020; by the ASHRAE Board of Directors on July 1, 2020; and by the American National Standards Institute on July 31, 2020.

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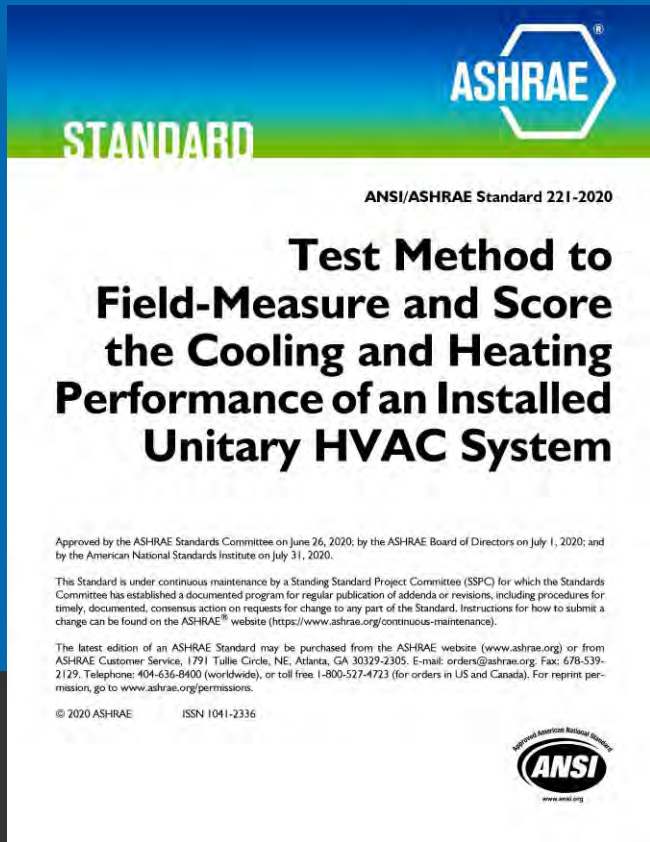
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ASHRAE 221-2020
is the **first** industry
standard that helps
HVAC contractors
combat these very
common problems



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An installed system's performance deteriorates because of **less-than-perfect design** and **installation practices** and **poor maintenance**



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The ASHRAE 221 purpose is to score the performance of a system, typically field fabricated by the installing contractor, that represents an end-product different from its comprising parts, one that has traditionally not been scored.





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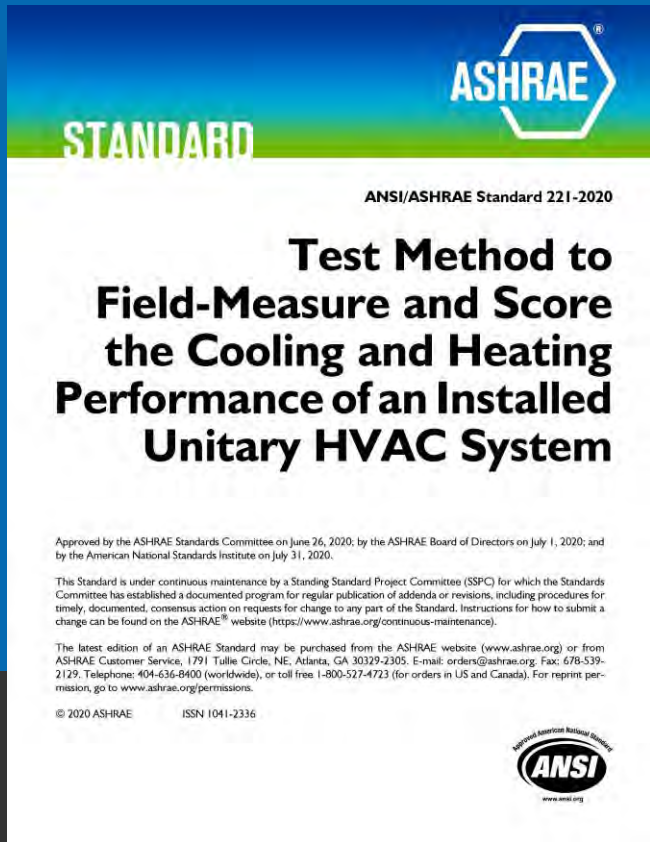
ASHRAE 221 in a nutshell...

Actual Performance Rated Performance

1. Heating System Performance Ratio
2. Cooling System Performance Ratio
3. Installed Cooling System Efficiency



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This field test method is necessary because **laboratory rated equipment capacity and efficiency are not intended to represent actual system performance once the equipment is installed in a building**



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Use this industry standard to
identify issues,
educate customers, and
justify investments
in highly profitable
HVAC system renovation work



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How can you use ASHRAE 221 to identify issues?



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This test and scoring method may be used by field practitioners to score a system **before** and after system repairs and upgrades.

The score before upgrades documents the deterioration caused by defects in the installed system and helps identify what may be done to improve the performance and efficiency of the system.



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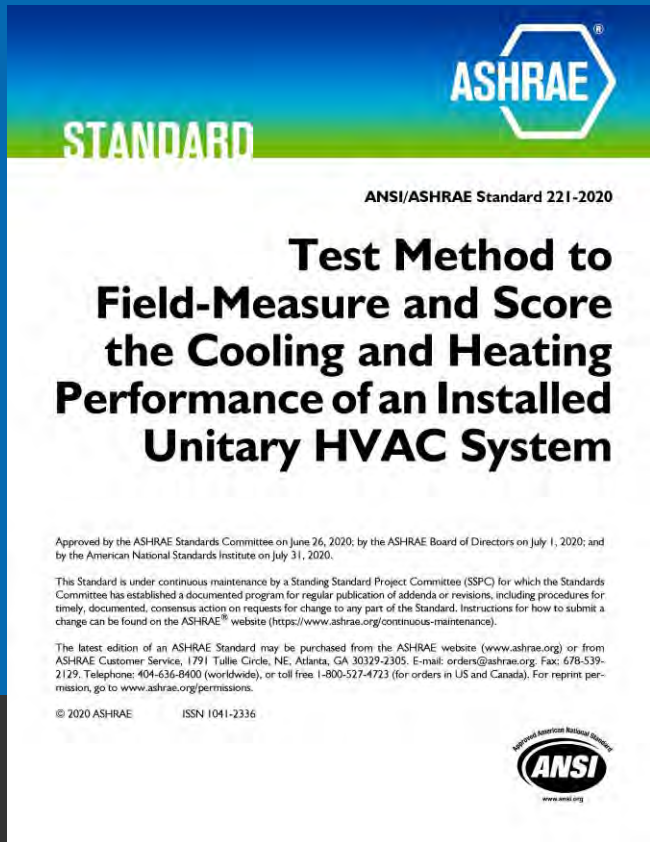
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How can you use ASHRAE 221 to educate customers?



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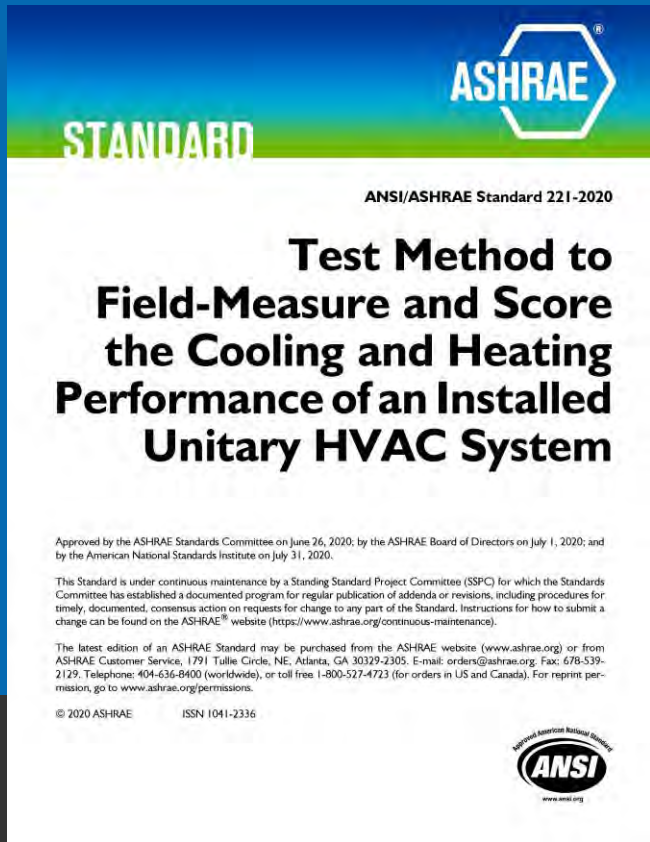


The purpose of this standard is to prescribe a field evaluation and test method to **measure and score the performance**, in terms of **delivered** cooling or heating capacity or cooling efficiency, of an installed unitary HVAC system.

Mr. & Mrs. Smith, if a contractor doesn't measure the performance of your heating and cooling system, how do you know you're getting what you paid for?



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The purpose of this standard is to prescribe a field evaluation and test method to **measure and score the performance**, in terms of **delivered** cooling or heating capacity or cooling efficiency, of an installed unitary HVAC system.

In fact, the typical ducted HVAC system only delivers 57% of the equipment's rated capacity to the home. We believe that your family deserves much more than 57%, don't you?



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How can you use
ASHRAE 221 to
justify investments
in profitable HVAC jobs?



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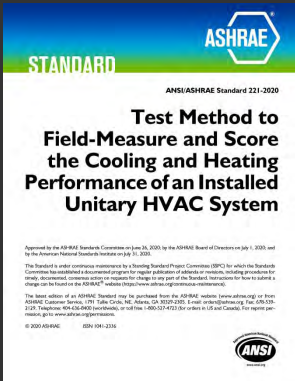


This test and scoring method may be used by field practitioners to score a system before and after system repairs and upgrades.

The system is again tested and scored after system repairs and upgrades are completed using the same methodology. The difference between the before and after score provides an estimate of the improvement in performance and efficiency of the installed system.



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How do we convert
“geek speak”
to language
understood by
homeowners?

Educate me!



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Homeowner Education is Key!



THE ILLUSION OF COMMUNICATION



"The single biggest problem in communication is the illusion that it has taken place."

By Bernard Shaw.

**THE ILLUSION OF
COMMUNICATION**

18 SEER

**THE ILLUSION OF
COMMUNICATION**



THE ILLUSION OF COMMUNICATION



**THE ILLUSION OF
COMMUNICATION**

*You better not tear
up my yard with that
heavy equipment!*



What causes **un**safe, **un**healthy, **un**comfortable, and **in**efficient HVAC system operation?



Less-than-perfect system designs, careless installation practices, and poor maintenance... (all driven by the low-bid mindset)

Look through **your** customers' eyes...



Ask. Listen. Write.

...it will change the way you **think**...

SAFETY

The heating and cooling system does not pose an immediate safety threat to your family through possible exposure to electrocution, explosion, fire, and/or poisonous gas.



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HEATING AND AIR CONDITIONING

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HEALTH

The heating and cooling system does not pose a long term health threat to your family through exposure to unhealthy airborne pollutants like dust, mold, mildew, and/or pollen.



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COMFORT

The heating and cooling system is capable of quietly maintaining a consistent temperature and humidity level throughout every room in the house.



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EFFICIENCY

The heating and cooling system operates in an efficient manner, thereby lowering monthly energy bills and reducing any potentially negative environmental impact.



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...and it will change the way you **respond**.

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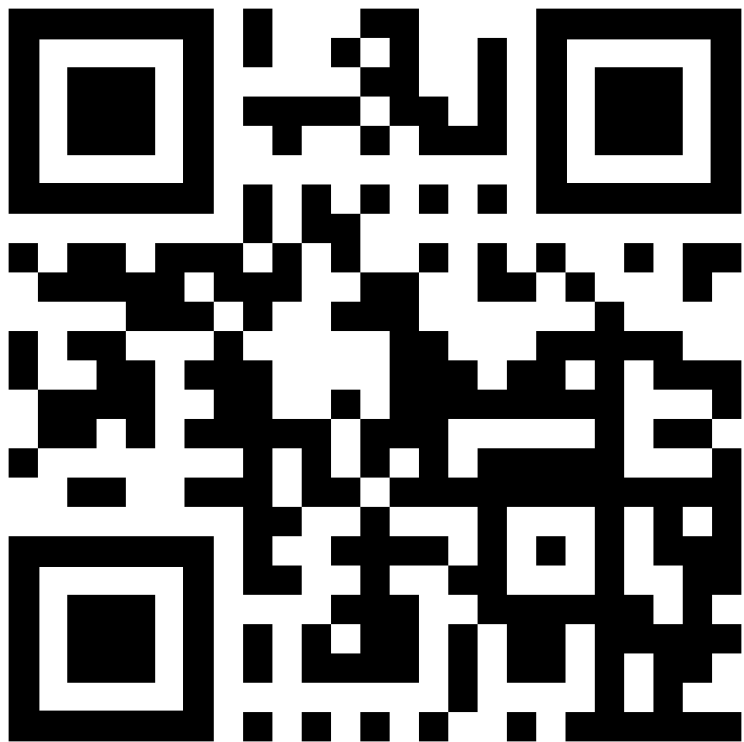
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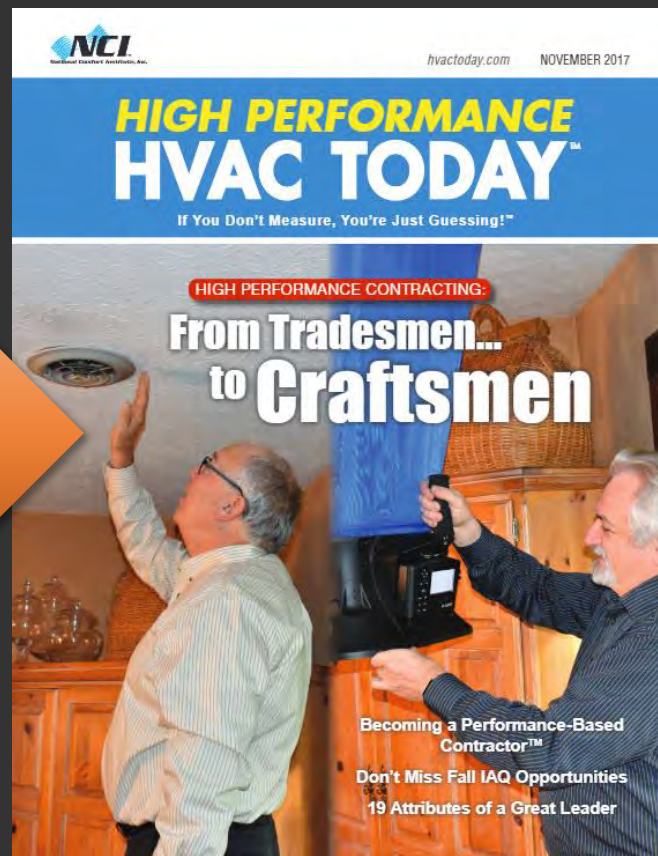
Eliminates competitors
and increases sales success
by turning technical jargon
into understandable benefits
that delights customers.



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