

# Insulation Contractors Report

QUARTERLY PUBLICATION OF THE INSULATION CONTRACTORS ASSOCIATION OF AMERICA

WINTER 2025

## HomeBoost and ICAA: A Powerful Alliance for Insulation Contractors

We're thrilled to announce ICAA's new alliance with HomeBoost. As we all know, nine in 10 homes in the U.S. are under-insulated, creating ideal opportunities for expert contractors to help homeowners improve comfort and reduce energy costs. ICAA's mission—to keep members on the cutting edge of the insulation world—aligns perfectly with HomeBoost's focus on practical, data-driven solutions.

HomeBoost's first product, the DIY-friendly **BoostBox**, uses AI and computer vision overseen by certified home energy auditors to identify problem areas, focusing on residential building envelopes. After a quick 30-minute (or less)



assessment, homeowners receive a personalized roadmap showing exactly where they can save energy and which upgrades offer the best return on investment. The result? Informed consumers eager to take the next step toward improving their home's efficiency.

However, while the BoostBox empowers homeowners to understand their home's energy inefficiencies, it is not a substitute for professional expertise. HomeBoost does not recommend attic or ceiling insulation upgrades as DIY

*continued on page 5*

### WHAT YOU'LL LEARN IN THIS ISSUE

#### REGULATORY REMINDER

*Did you know?*

You must complete and post your OSHA Form 300A Log from February 1 – April 30



#### Free Marketing Materials for Tax Credit

Enroll in *25C Means Business* to get free marketing materials and contractor training to promote the insulation tax credit.



#### HomeBoost Joins with ICAA to Promote ICAA Home Retrofit Qualified Contractors

### ICAA'S NEW QUALIFIED CONTRACTOR HOME RETROFIT PROGRAM

This program designates ICAA member contractors as insulators who subscribe to the best home retrofit business practices.

Your company will be listed in a national referral database generated by HomeBoost, an ICAA member and leading edge technology company providing a do-it-yourself home energy assessment program for homeowners.

ICAA is thrilled to announce this new national directory of home retrofit insulation contractors published in conjunction with HomeBoost. If you do home retrofit work, we encourage you to enroll. Contact [icaa@insulate.org](mailto:icaa@insulate.org) and request an enrollment form for the ICAA Qualified Contractor Home Retrofit Program.

And... this program is FREE to ICAA Members! 



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## Lots on Our Plate and Lots More to Come

**Jonathan Belanus, ICAA President, JB Insulation & Drywall**  
Email: [jb@insulate.org](mailto:jb@insulate.org)

It is an honor to be your 2025 ICAA President! I am a 3rd generation insulation contractor and I have been in the insulation business my entire career. My father took over my grandfather's insulation business and at the age of 16, I started working for my father's insulation contracting company. Fast forward a few years and I started my own insulation contracting company. This is a great industry and I have a great passion for what I do, and as 2025 ICAA President, I hope to bring my passion to ICAA while serving our industry.

Our individual commitment to ICAA and the insulation industry sustains us as a powerful and united force. ICAA provides essential support for two of my primary interests: building professionalism and growing the business.

ICAA helps you handle business challenges and pursue beneficial opportunities. Whether through our robust year-long educational programming via Webinars or our in-person ICAA Annual Convention & Trade Show, or our newsletters or email alerts, ICAA provides you with the education, support, advice, and connections to help you build and maintain a successful business. ICAA is dedicated to you.

On our calendar for 2025 is a new series of ICAA webinars led by our esteemed contract expert, attorney Karalynn Cromeens. This series is

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ICAA helps you handle business challenges and pursue beneficial opportunities.

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Our individual commitment to ICAA and the insulation industry sustains us as a powerful and united force.

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called Trust Your Gut: Your Ultimate Guide to Residential Construction Contracts. Karalynn Cromeens, Owner and Managing Partner of The Cromeens Law Firm, will cover how to craft effective residential construction contracts and share best practices surrounding them.

The first webinar will cover the first three chapters of her upcoming book:

- ◆ Why You Need a Written Contract
- ◆ Trust Your Gut
- ◆ Scope of Work

We will continue the 20-minute format, as “we know you're busy”, and the format length has proven to be successful. Mark your calendars for the second Monday of each month, starting Monday, February 10 at 1:00 pm eastern.

On February 6, we will present a new webinar on Retrofit SPF Sales Training.

Then on February 12, ICAA members are invited to participate in a webinar on 'lobbying basics' to protect the energy efficiency tax credits in the new Congress.

Check your email shortly for an invite from ICAA.

Lots on our plate and lots more to come! It is an honor to serve this great industry as ICAA President. 

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## REGULATORY REMINDER: Post Your OSHA Form 300A Log from 2/1 – 4/30



- 1 Record illnesses and Injuries throughout the year on OSHA Form 301
- 2 Compile information into OSHA Form 300 during the year
- 3 Post OSHA Form 300A at workplace February 1 – April 30
- 4 File electronically with OSHA by March 2, 2025

Insulation contractors with more than 10 employees are required to keep a record of serious work-related injuries and illnesses. Minor injuries requiring first aid only do not need to be recorded.

The records must be maintained at the worksite for at least 5 years. Each February through April,

employers must post Form 300A, a summary of the injuries and illnesses recorded during the previous year. Also, if requested, copies of the records must be provided to current and former employees or their representatives. Logs must be kept for each establishment or site. If you have more than one establishment, you must keep a separate log for each physical location.

Establishments with more than 19 employees must electronically report data derived from 2024 OSHA Form 300 by March 2, 2025.

Visit [www.osha.gov/injuryreporting/ita](http://www.osha.gov/injuryreporting/ita) to determine if and what you must file electronically.

To access the package of OSHA forms, visit [www.insulate.org/member-site](http://www.insulate.org/member-site) and scroll to Compliance & Regulations – OSHA – OSHA Information Package for Forms 300, 300A and 301. 

### HomeBoost and ICAA: A Powerful Alliance for Insulation Contractors

*continued from page 1*

projects. These areas require the skill and safety knowledge only qualified contractors can provide.

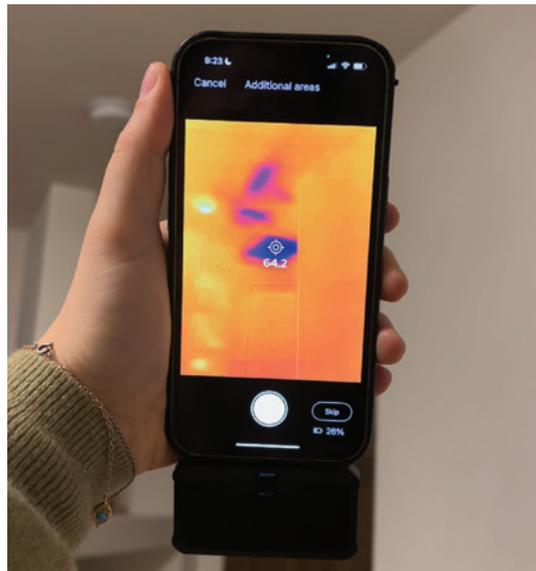
**HomeBoost's** approach mirrors ICAA's dedication to serving contractors of all sizes and specialties, making energy efficiency improvements more accessible and affordable for everyone. Our partnership is designed to bridge the gap between DIY energy assessments and professional solutions, helping more homeowners take the next step toward a better, more efficient home.

We invite all ICAA members to explore how

HomeBoost can help generate qualified leads, streamline the customer journey, and drive

measurable results. With energy bills soaring and homeowners hungry for answers, there has never been a better time to join forces.

Together, HomeBoost and ICAA are poised to usher in a new era of smart home insulation upgrades. More information? See the HomeBoost 2-minute video with a clear walkthrough of the HomeBoost experience: [www.homeboost.com/pages/howitworks](http://www.homeboost.com/pages/howitworks). 



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# Enroll Now in 25C Means Business

Curt Rich | President, North American Insulation Manufacturers Association (NAIMA)



**T**he 25C Means Business marketing and training program by NAIMA assists insulation contractors and others in the promotion of the 25C tax credit, which is the federal energy efficient home improvement tax credit.

The 25C tax credit is a

nonrefundable personal tax credit, which means homeowners must owe federal income tax to claim the credit for qualified improvements made to their principal place of residence.

There is a \$1,200 yearly tax credit maximum for insulation and air sealing. Electric or natural gas heat pump water heaters, electric or natural gas heat pumps, and biomass stoves and boilers have a separate yearly credit limit of \$2,000. The 25C tax credit was enacted in 2005 and signed into law by President Bush. The current tax credit is in effect through 2032.

## The 25C Means Business Program

The program is free to insulation contractors and there are two main components: (1) contractor training, composed of videos and FAQ that explain how the tax credit works; and (2) customer-focused marketing tools, including website enhancements, infographics, ad copy, and brochures.

One of the best parts of the program is the free hands-on support you will receive from Energy Circle, a marketing company specializing in working with high-performance insulation contractors.

## How to Enroll in the 25C Means Business Program

For quick and easy enrollment, go to [www.25CMeansBusiness.org](http://www.25CMeansBusiness.org). 



## 25C and the Insulation Industry

25C is an impactful incentive that helps homeowners make the investment to improve their home's energy efficiency. Insulation contractors use this credit to market energy efficiency retrofits to homeowners, highlighting the benefit of lower utility bills and improved home comfort.

### 25C and Homeowners

**Improves aging building stock.** The median age of owner-occupied homes in the U.S. is 40 years. Older houses are less energy-efficient than new construction.

### Most homes in the U.S. are under-insulated.

An estimated 89% of homes in the U.S. are under-insulated.

**25C saves homeowners money.** EPA's Energy Star estimates that homeowners can save an average of 15% on heating and cooling costs by air sealing and adding insulation in their homes.

**Strong public utilization of the credit.** Last year, 2.3 million tax filers took advantage of the credit and reduced their federal tax bill by an average of \$882.

### Utility-Scale Benefits of the 25C Tax Credit

#### Electricity demand expected to rise in the U.S.

U.S. electricity demand is projected to increase by an average of 9% by 2028 with peak demand for electricity increasing by an average of 5% over the same period. Among the factors spurring this demand are the growth in data centers and electric vehicle charging. According to Lawrence Berkeley National Laboratory, AI-driven data centers could account for 12 percent of U.S. electricity use by 2028.

**Electric demand reduction.** Insulation and air sealing can reduce peak electric load, which represent times of highest energy demand, by 7-10%.

**Reduced capital costs for utilities.** These demand reductions are important because high peak load drives the need for additional power plants, transmission lines, and distribution system upgrades. These are significant costs that utilities typically recover from customers through their electric bills. 



# GUIDE TO RECEIVING YOUR FEDERAL TAX CREDIT

TIPS ON CLAIMING YOUR TAX CREDIT FOR HOMEOWNER INSULATION IMPROVEMENTS

1

## BACKGROUND

As of 2023, insulation purchased and installed each calendar year may qualify for a federal tax credit of up to \$1,200. The tax credit amount is 30% of the cost up to \$1,200, not including the cost of onsite installation labor.

The following items qualify: insulation and air sealing products including batts, rolls, blown-in, foam, recessed light covers, as well as weatherstripping and caulk products designed to air seal.

2

## WHAT DO I NEED TO DO WHEN IT'S TAX FILING TIME?

For your records, keep your contractor receipt. When filing your annual federal tax form, complete IRS Form 5695. Use Form 5695 to calculate your Energy Efficient Home Improvement Credit.

3

## FOOTNOTES

A) Home must be owned and used by the taxpayer as a primary residence.

B) The tax credit can only be used to decrease or eliminate a tax liability.



FOR FURTHER INFORMATION:  
[HTTPS://WWW.IRS.GOV/PUB/IRS-PDF/F5695.PDF](https://www.irs.gov/pub/irs-pdf/f5695.pdf)

\*ICAA members can download this infographic at the ICAA Member Site online.



## ICAA WEBINARS February 2025 FREE for ICAA Members!

THURSDAY

6

February  
1:00 - 1:30 pm EST



### RETROFIT SPF SALES TRAINING

When new home construction slows down, how do you pitch SPF insulation for retrofit applications? What do you know about customer wants and needs when thinking about hiring a SPF insulation contractor? Does your company have the right professional certification credentials? How many more deals could you close if you could give the homeowner a 30% discount?

If you don't already know the answers to all these questions, please join us for this informative 30-minute webinar!

Speaker:  
**TOM CALZAVARA**  
Sr. Mgr., Spray Foam  
Technical Sales  
Johns Manville

MONDAY

10

February  
1:00 - 1:20 pm EST



### NEW SERIES! TRUST YOUR GUT: The Ultimate Guide to Residential Construction Contracts

Karalynn will cover how to craft effective residential construction contracts and share best practices surrounding them. The first webinar in this new series will cover the first three chapters of her upcoming book: Why you need a written contract, trusting your gut, and scope of work.

Mark your calendars for the second Monday of each month to continue this brand new, informative series! Each webinar in this series will be just 20 minutes - we know you're busy!

Speaker:  
**KARALYNN CROMEENS**  
Owner & Managing  
Partner  
The Cromeens Law  
Firm

WEDNESDAY

12

February  
12:30 - 1:00 pm  
EST



### LOBBYING BASICS

The new Congress will consider policy changes that could reduce or eliminate the energy efficiency tax credits within the Inflation Reduction Act. The insulation industry is working hard to protect these credits, and we need your help.

In this webinar, you'll learn how to effectively lobby members of Congress to protect these significant tax credits.

Speakers:  
**CURT RICH**  
President & CEO,  
NAIMA  
**JUSTIN KOSCHER**  
President, PIMA

# ICAA Webinar Retrofit SPF Sales Training February 6



**W**hen new home construction slows down, how do you pitch SPF insulation for retrofit applications? What do you know about customers' needs and wants when they think about hiring a SPF insulation contractor? Does your salesperson consider building envelope issues such as furnace type before quoting a job? Does your company have the right professional certification credentials? Can you prove that the SPF insulation that your company manufactured and installed was done correctly? How many more deals could be closed if you could give the homeowner a 30% discount off the job?

If you don't already know the answers to all these questions, please join us for this informative 30-minute ICAA webinar. 



**ICAA Webinar Guest Speaker: Tom Calzavara**  
**Senior Manager, Spray Foam Technical Sales**  
**Johns Manville**  
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# The Power of Planning Ahead to Help Change Driver Behaviors

By National Account Executive Patrick Cunningham, Federated Mutual Insurance Company



A recent study by the US Department of Transportation estimates that 29% of all traffic-related deaths are due to distractions. Distracted driving is a choice — one that can have serious consequences for everyone sharing the road.

Ultimately, you and your employees need to make choices that impact everyone's safety and well-being while driving.

One way to do this is to remind your employees to plan ahead before driving by using the following tactics:

- ◆ **Silence Phone Notifications:** Before hitting the road, silence your phone to avoid the temptation to check it during your drive.
- ◆ **Prepare Your GPS in Advance:** Set up your GPS and review your route before starting your journey to help prevent last-minute distractions.
- ◆ **Check Conditions:** Look for detours, traffic updates, and weather forecasts to better plan your route and avoid sudden changes.



- ◆ **Communicate Plans:** Inform others when you leave and your expected arrival time to keep them updated without needing to check your phone.
- ◆ **Pull Over for Calls:** If you need to make a call or send an update, find a safe place to pull over first.
- ◆ **Use a Driving Telematics Program:** Utilize in-cab technology or driving telematics programs to enhance your accountability and safety on the road.

By encouraging these responsible habits, you can reinforce safer driving behaviors for your employees. Reach out to your local Federated® marketing representative to learn more about how planning ahead to prevent distracted driving, along with telematics programs like Federated DriveSAFE<sup>SM</sup>, can help your drivers stay safe. 



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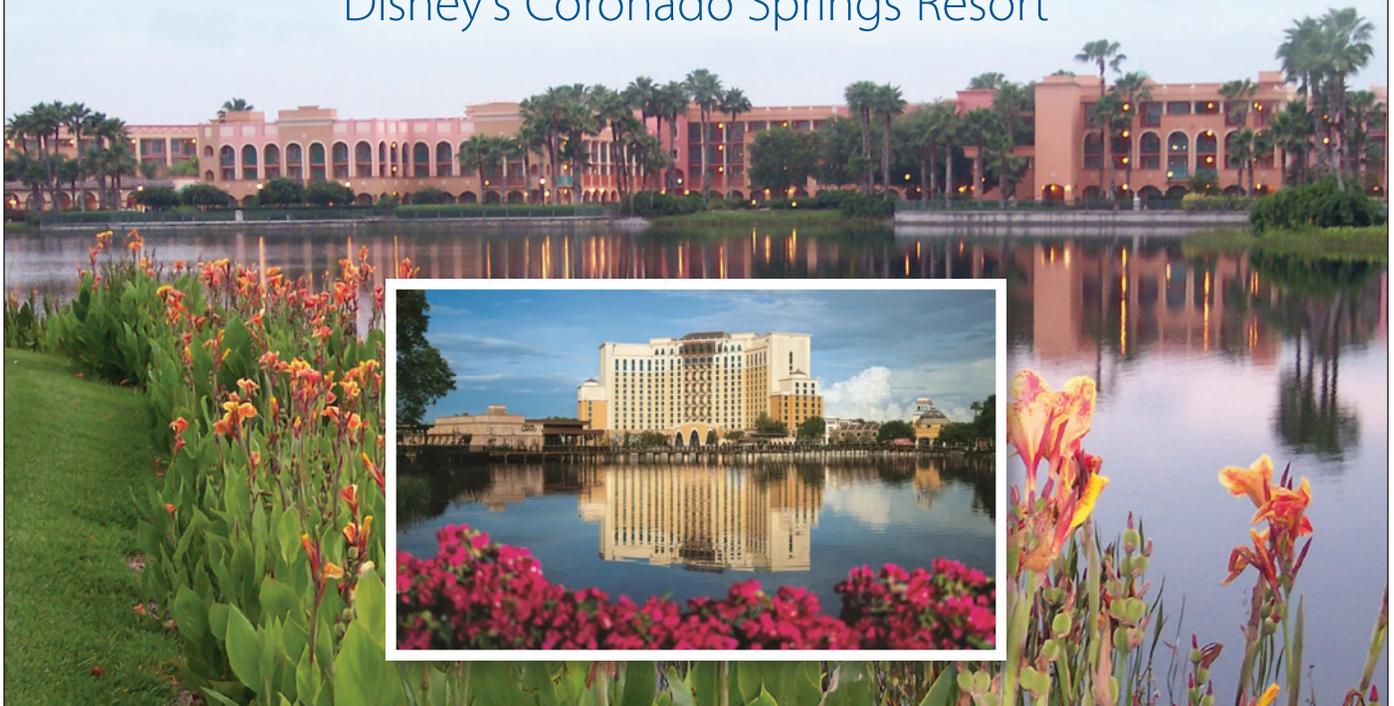


*Save the Date*

# 2025 ICAA CONVENTION & TRADE SHOW

*October 8-11, 2025*

Disney's Coronado Springs Resort



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## 2025 ICAA BOARD OF DIRECTORS

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