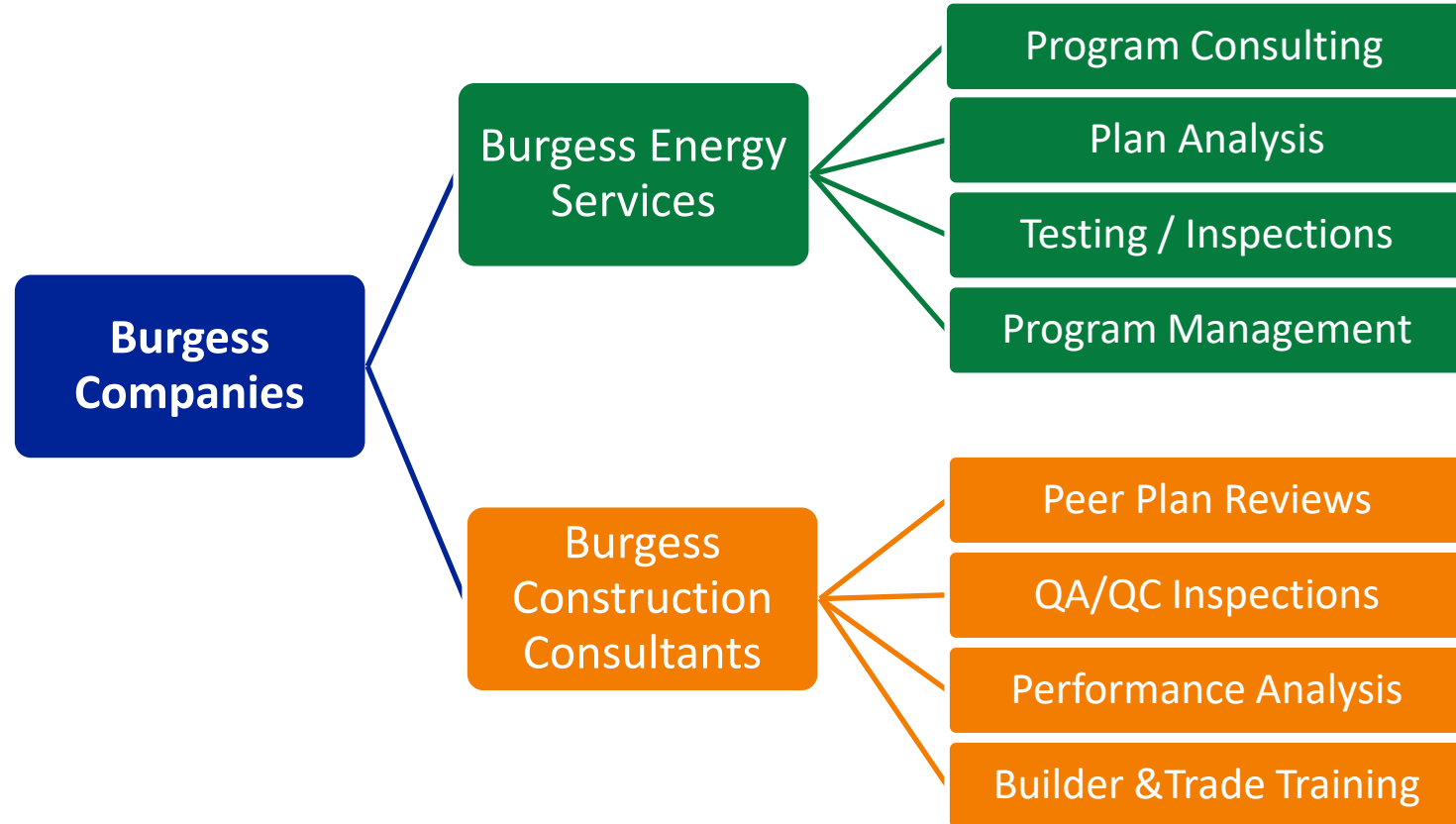


WINNING WITH BUILDERS

Chris Urbanus & Craig Brooks



WHO WE ARE



A FEW OF OUR CLIENTS



- D.R. Horton
- Lennar Homes
- Meritage Homes
- Ashton Woods Homes
- Highland Homes
- David Weekley Homes
- Taylor Morrison
- Toll Brothers Homes
- LGI Homes
- MHI Homes
- CalAtlantic Homes
- Perry Homes
- Century Communities
- Darling Homes

TAKEAWAYS



1. Learn Strategies to **Win with Builders**

2. Gain Confidence by understanding **Insulation Solutions**

3. Learn Ways to **Consult with Your Customers**

WE DID A SURVEY



We
asked
you.

Insulation contractor
feedback was used to
develop the survey
questions.

We
asked
builders

Single family home
builders, purchasing
management and
construction management
completed the survey.

We
analyzed
it all.

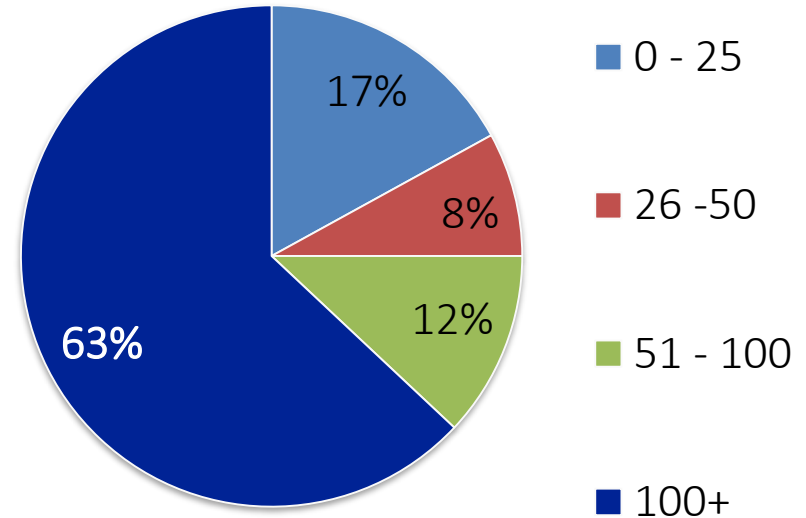
Burgess staff compiled the
results and crafted this
presentation around the
findings.

RESPONSE PROFILE



- Respondent Job Title
 - Superintendent
 - 52%
 - Construction Management
 - 21%
 - Company Leadership
 - 15%
 - Purchasing Management
 - 12%

- Home Production

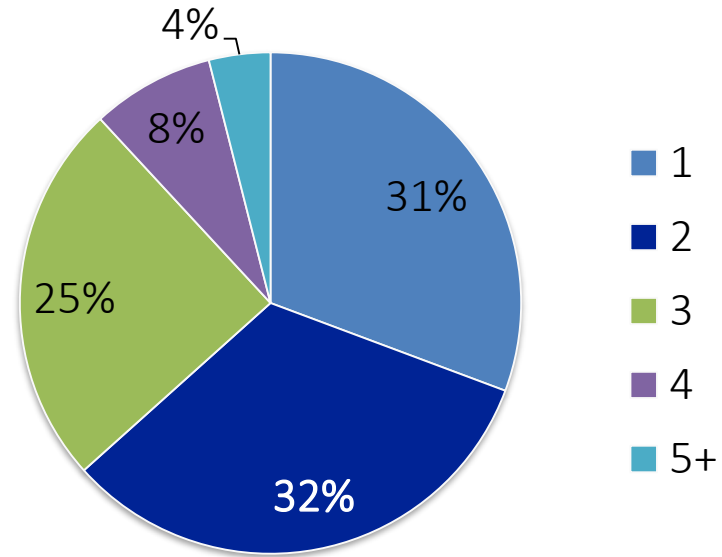


SURVEY Q&A



- How many insulation contractors do you use in your division?

- 1
- 2
- 3
- 4
- 5+

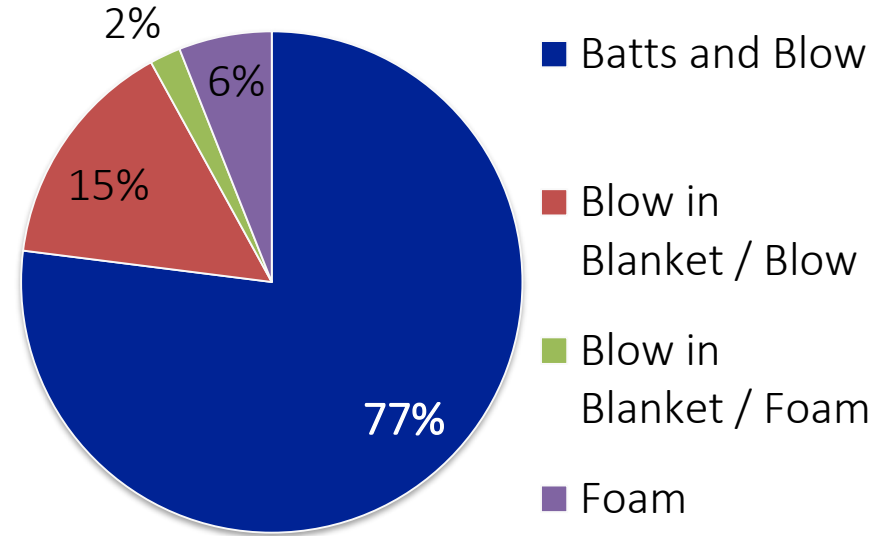


- Volume (100+) Builders
 - Average 2.4

SURVEY Q&A



- What type of insulation do you use most often?
 - Batts and Blow
 - Blow in Blanket / Blow
 - Blow in Blanket / Foam
 - Foam

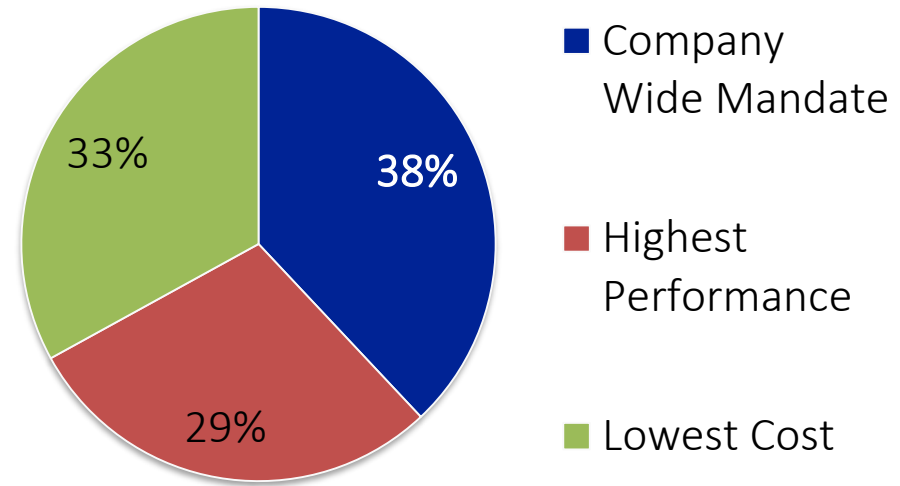


- Volume (100+) Builders
 - (97%) Batts and Blow

SURVEY Q&A



- Why do you use this type of insulation?
 - Lowest Cost
 - Highest Performance
 - Company Mandate

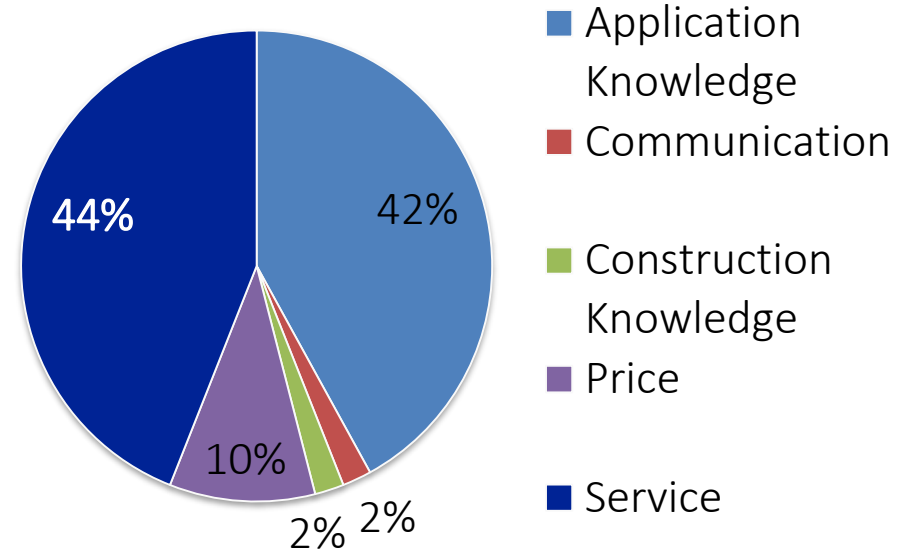


- Volume (100+) Builders
 - (58%) Company Mandate

SURVEY Q&A



- What do you value most in an insulation contractor?
 - Application Knowledge
 - Construction Knowledge
 - Service
 - Communication
 - Price

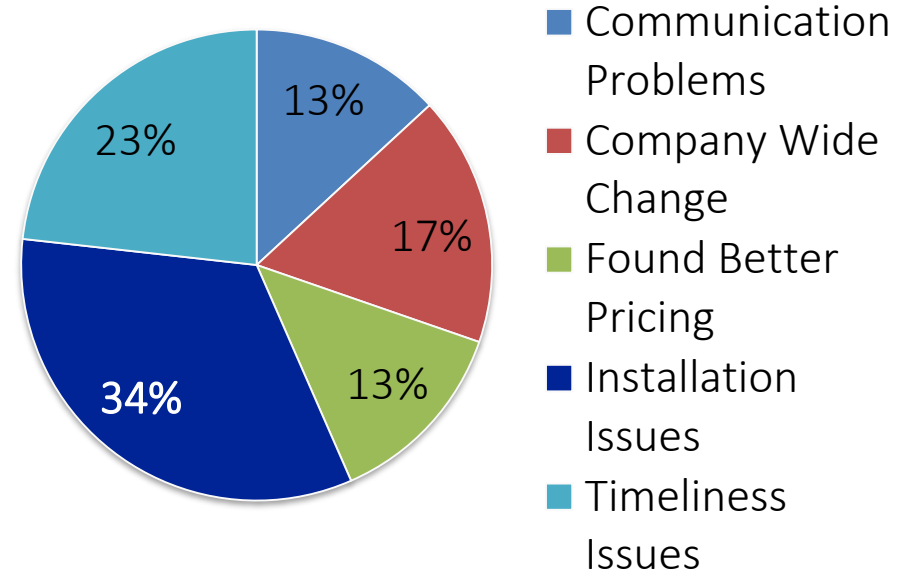


- Volume (100+) Builders
 - (55%) Service

SURVEY Q&A



- What is the primary reason you would make a change in contractor?
 - Communication Problems
 - Company-Wide Change
 - Found Better Pricing
 - Installation Issues
 - Timeliness Issues



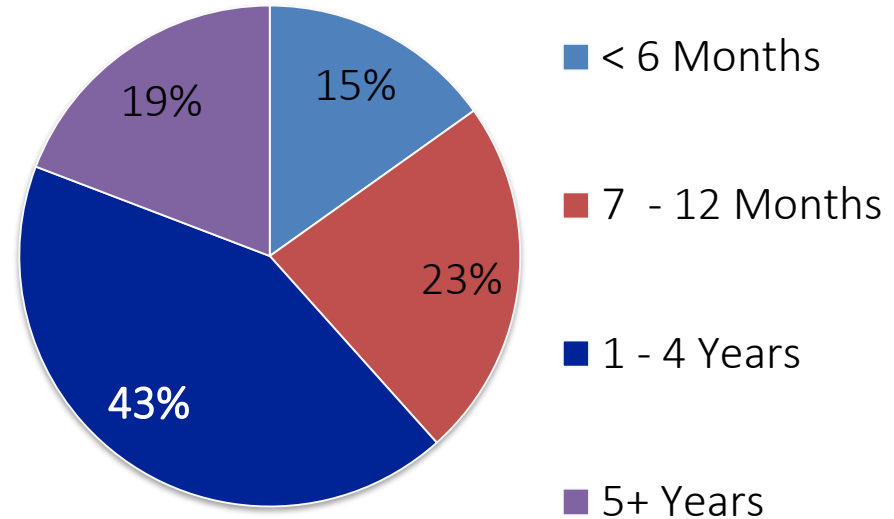
- Volume (100+) Builders
 - (27%) Installation Issues

SURVEY Q&A



- When did you last change insulation contractors?

- < 6 Months
- 7 – 12 Months
- 1 – 4 Years
- 5+ Years

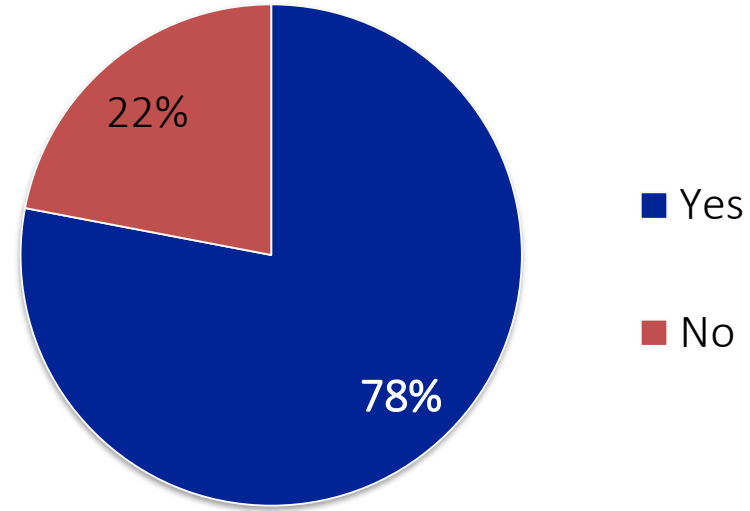


- Volume (100+) Builders
 - (49%) 1 – 4

SURVEY Q&A



- Is an insulator's inspection pass-rate a point of evaluation during contract negotiations?
 - Yes
 - No

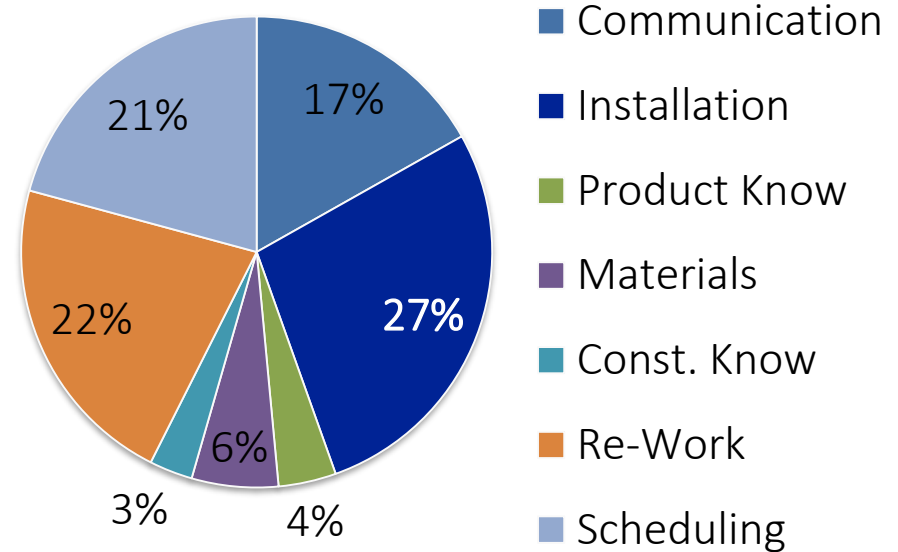


- Volume (100+) Builders
 - (79%) Yes

SURVEY Q&A



- What are your three biggest challenges with insulation contractors?
 - Incorrect Materials Used
 - Improper Installation
 - Scheduling the Install
 - Communication
 - Inadequate Product Knowledge
 - Limited Construction Knowledge
 - Multiple Rework Visits



- Volume (100+) Builders
 - Install, Rework, Scheduling

CHALLENGES

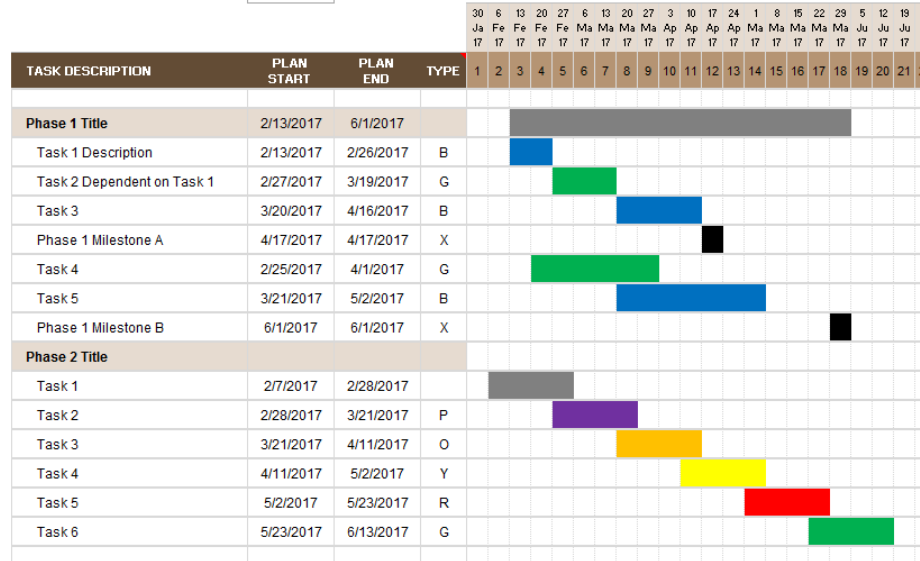
- Scheduling the Installation (64%)

- Use resources to stay on schedule (scheduling software, etc)
- Having clear lead-times
- Being realistic about servicing capabilities
- Understanding client build cycle

CONSTRUCTION SCHEDULE ABC Construction, Inc.

Construction Schedule Template © 2017 by Vertex42.com

Project Start



CHALLENGES

- Multiple Visits Needed for Re-Work (65%)
 - Work with rater on understanding code and program requirements
 - Pursue additional training with the builder and rater
 - Work with builder and rater on defect understanding and solution
 - Meet the rater on-site at the reinspection. Fix issues and avoid another callback.



CHALLENGES

- Improper Installation (83%)
 - Voids
 - Gaps
 - Compressions
 - Cut to Fit



CHALLENGES

- Improper Installation (83%)
 - Voids
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CHALLENGES

- Improper Installation (83%)
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CHALLENGES

- Improper Installation (83%)
 - Voids
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 - Cut to Fit



TOP 5 DEFECTS

We analyzed the top defects from our national production clients.



Here is what we see most!

TOP 5 DEFECTS (#5)

Sealing around windows,
doors and rough openings

Do not rely on fibrous
insulation alone to block
airflow; it will not air seal.



TOP 5 DEFECTS (#5)

Seal windows, doors and rough openings



TOP 5 DEFECTS (#5)

Seal windows, doors and rough openings



TOP 5 DEFECTS (#4)

Plate Penetrations/Chases
Sealed



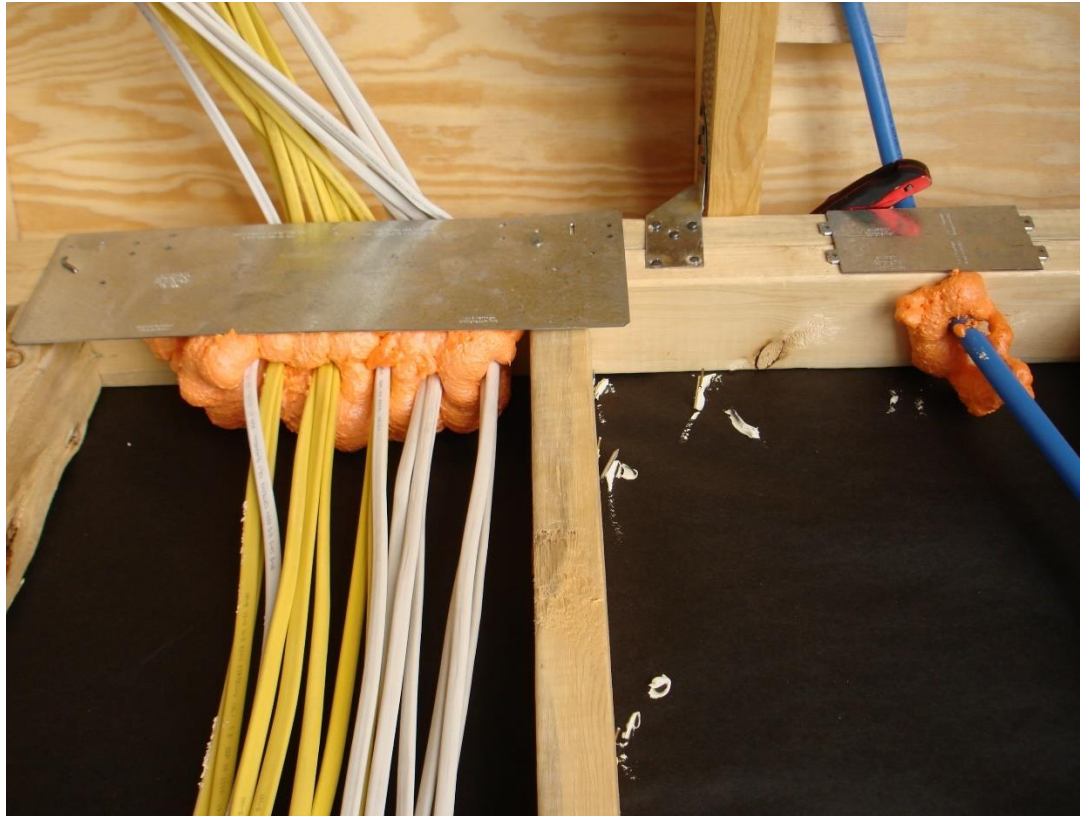
TOP 5 DEFECTS (#4)

Plate Penetrations/Chases Sealed



TOP 5 DEFECTS (#4)

Plate Penetrations/Chases Sealed



TOP 5 DEFECTS (#3)

Air Barriers: double walls,
tubs/showers, fireplaces & knee
walls



TOP 5 DEFECTS (#3)

Air Barriers: double walls,
tubs/showers, fireplaces & knee
walls



TOP 5 DEFECTS (#3)

Air Barriers: double walls,
tubs/showers, fireplaces & knee
walls



TOP 5 DEFECTS (#2)

Drywall sealed to top plates



TOP 5 DEFECTS (#2)

Drywall sealed to top plates



TOP 5 DEFECTS (#2)

Drywall sealed to top plates



TOP 5 DEFECTS (#1)

Proper alignment of insulation



TOP 5 DEFECTS (#1)

Proper alignment of insulation



TOP 5 DEFECTS (#1)

Proper alignment of insulation



OPPORTUNITIES

What does the future look like?

Here's our perspective!



Why is air sealing important to builders?

- Improved Indoor Air Quality
- Improved Home Comfort
- Reduce heating and cooling costs
- Maintain insulation effectiveness

INDOOR AIR QUALITY



IMPROVED HOME COMFORT



REDUCED ENERGY COSTS



INSULATION EFFECTIVENESS



AIRSEALING IMPACT



Table 1 provides a summary of the results.

JOINT/OPENING	CFM50*	ACH50†
top plate-to attic	0.29 to 0.68 per foot	0.29 to 1.6
duct boot	7.7 per boot	0.13 to 0.26
recessed light	9.1 per light	0.15 to 0.31
band joist (top & bottom)	0.86 per foot	0.37 to 0.42
garage-house common wall	0.60 per foot	0.14 to 0.26
sheathing-to-plate (top & bottom)	0.074 to 0.62 per foot	0.040 to 0.38
window/door framing-to-sheathing	0.031 to 0.11 per foot	0.020 to 0.10
between exterior top plates	0.10 to 0.11 per foot	0.033 to 0.046
corners (interior pointing)	0.024 to 0.21 per foot	0.0021 to 0.032
corners (exterior pointing)	0.054 to 0.45 per foot	0.0069 to 0.11
bottom plate-to-subfloor	0 to 0.11 per foot	0 to 0.11
vertical sheathing joints	0.010 to 0.090 per foot	0.011 to 0.11
sill plate-to-foundation†	0 to 0.030 per foot	0 to 0.025

* Assumes all other joints in the wall cavity are sealed † Assumes the presence of a sill gasket

This represents 93.5 sq in of holes or .65 sq ft. or 719 CFM50



719 CFM

100 CFM

13 sq in or 3.5 x 3.75

REAL RESULTS

- Central Texas Builder
 - 5.74 ACH50 Avg prior to 2015 IECC
 - 4.2 ACH50 after implementing 2015 IECC air sealing standards
- Dallas Builder
 - 2.6 ACH50 Avg
 - 10% of monthly closings under 2 ACH50
 - Utilizing Owens Corning continuous insulation and gasketing
- Colorado Builder
 - 3.63 ACH50 Avg prior to 2015 IECC
 - 2.51 ACH50 after implementing 2015 IECC air sealing standards



REAL RESULTS

Exterior Air Barriers and Insulation



- Provides an effective solution to thermal bridging
- Reduces air infiltration at typical trouble areas in framing
- Can act as rain screen and vapor management layer (climate specific)
- Provides insulation at window frames, door frames, studs, top plates and bottom plates; this makes up $\frac{1}{4}$ of the wall area.

SURVEY COMMENTS



- “A good insulation contractor should know the energy code, be able to communicate & train our field supervisors on insulation process, hit schedule dates or communicate changes to schedule, keep a clean jobsite, and complete the job in one trip.”
- “Ask questions and complete the punch in a timely manner.”
- “I do not see any Insulation field supervisors out checking or spot checking jobs.”

SURVEY COMMENTS



- “Poly seal crews need to do a better job. Their manager needs to walk their work to ensure they are compliant with standards and hold them accountable.”
- “Training installers in the big picture of energy ratings and insulation performance and how this relates to their install would help elevate first time inspection results. Train them on more than just insulation.”
- “A great contractor makes all the difference!”

RESOURCES

- HERS Raters
 - Installation Training
 - Codes/Programs
- Product Distributors
 - Product specific training
 - Installation Guidelines
- Manufacturers
 - Owens Corning Market Development
 - Trade Training



IN CLOSING

- Builders need trades, but they want partners
- Challenges don't have to be challenges, they can be opportunities
- Price is important, but...
 - Service
 - Application knowledge
 - Communication



IN CLOSING

- Other trades should be resources – including the builder's Rater
- Training
- Desire to improve
- Above and beyond

