



The Value Of In-Home Consultation



In today's market,

HOMEOWNERS aren't looking to be sold.

When it comes to purchases related to their HVAC equipment, they're looking for a consultation.

Being able to act as a consultant, rather than a salesperson is particularly important when it comes to Indoor Air Quality (IAQ) solutions, which have traditionally been viewed by homeowners as a “nice to have”, not a “need to have”. Selling whole-house humidification can be done successfully when the consultative approach is used.



The Opportunity for Whole-House Humidification

In a recent survey*, Honeywell asked 1,854 homeowners questions to get their specific thoughts about humidification and comfort in their home. Their feedback speaks for itself:

- **58%** said their home's air feels dry in the winter
- **42%** experience static electricity and static shocks in the winter
- **64%** have hardwood floors in their home
- **72%** currently do not have a whole-house humidifier installed in their home
- **30%** are not aware that a professional, whole-house humidifier is available
- **92%** would prefer a whole-house solution that fills itself versus having to keep re-filling portable units

TAKEAWAY:

Whether it's a comfort issue or a need to protect furnishings, there's a definite need - and market - for whole-house humidification. The key is to identify opportunities for humidification systems, keeping in mind that homeowners prefer solutions that require minimal maintenance.

*Honeywell Homeowner Survey on Comfort, Humidification, and Water/Energy Savings, Fall 2008.



Identifying Whole-House Humidification Opportunities

Once you're in the home, whether on a sales or service call, take a moment to observe the family and their home environment to see if they could benefit from a whole-house humidifier.

Some things to look for include:

Families with newborns and young children

Why they care:

Some studies suggest that air with higher levels of humidity may decrease the survival of certain viruses and their transmission rates.*

Conversation starters

- > *Do you or your kids seem to get sick more often in the winter?*
- > *Are you concerned about anyone in your family getting the flu?*

Homes with lots of wood furnishings, paintings or musical instruments

Why they care:

Proper humidity reduces risk of damage to home's woodwork, flooring, musical instruments and paintings.

Conversation starters

- > *Did you know many wood flooring companies require a centrally ducted humidifier for the floor warranty to be valid?*
- > *Did you know that without proper levels of humidity that wood floors can crack or form gaps and warp prematurely?*
- > *Did you know your paintings and musical instruments can crack or go out of tune without humidity?*

* Lowen AC, Mubareka S, Steel J, Palese P (2007) Influenza virus transmission is dependent on relative humidity and temperature. PLoS Pathog 3(10): e151. doi:10.1371/journal.ppat.0030151



Be the Consultant, Not the Salesperson

Once you've discussed the value of a whole-house humidifier with the homeowner, the next step is the in-home consultation - what separates the typical sales person from the value-differentiated home consultant.

Consultation allows you to identify the needs of the homeowner and the home itself to choose the ideal humidification system with the right equipment to optimize system performance.

Honeywell provides you the tools to ask the right questions and validate the specific needs of the home, making you their trusted consultant when it comes to IAQ comfort.

The In-Home Assessment

Part of being a consultant is taking into consideration the HVAC system that is currently installed in the home, as well as the home's water quality, to ensure you choose the humidifier that is most appropriate for the specific homeowner's applications and needs.

Some questions to ask:

| Question to ask | Why its important |
|---|--|
| What types of HVAC system(s) are being used? Are there space limitations to consider for in the installation? | Humidifier type selection |
| How many HVAC systems are in the home and what volume of space does each serve? | Humidifier size and quantity selection |
| From where and how does the homeowner want to control the humidifier? | Control selection |

Consider the Water Source

It's also important to know that the performance of a whole-house steam humidification system is dependent on the hardness of the water that's being used to operate it.

Typically, the harder the water, the more scale and sediment that can build up inside the humidifier - which can affect overall operation and increase the frequency in which it needs to be cleaned.

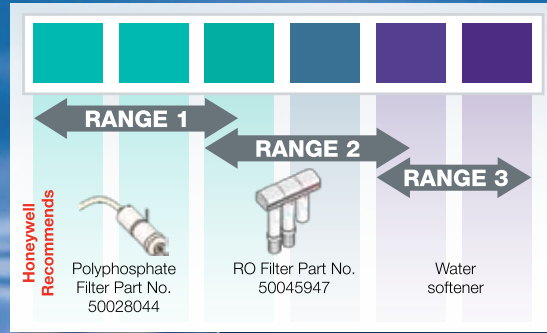
In most hard water areas, it is common for homeowners to have a water softener or other water filtration system which improves humidifier performance and decreases maintenance.

Test the Water Source

Honeywell recommends that contractors test the water hardness in every home prior to quoting a Honeywell TrueSTEAM™ - or other steam humidifier - to help accurately determine the water hardness of the home.

Informing homeowners about their home's water hardness helps position you as a consultant, rather than a salesperson.

It also helps manage the homeowner's expectations for maintaining and cleaning their humidifier once it has been installed and provides you an opportunity for future revenue on filter replacements through a service agreement.



Water Hardness Test Kit

Honeywell's Water Hardness Test Kit helps contractor consultants consider water hardness as a part of their humidifier installation decision. The test kit includes two strips which when dipped into the water source, change color to indicate how hard the water is. The reference card included with the kit provides Honeywell's recommendation for water filtration based on the water hardness reading.

Based on the water test strip color, you will be able to provide recommendations to the homeowner for water filtration for their TrueSTEAM or other steam humidifiers based on the home's specific water quality. This optimizes humidification performance and helps to increase the time between manual cleaning.

You should test the water source going into the TrueSTEAM or other steam humidifier if possible. If a water line is not yet present for the humidifier, the most important factor to consider is if the water pipe you will plumb from is before or after the water softener.

These recommendations are specific to Honeywell TrueSTEAM Humidifiers.

The colors are divided into three different ranges:

- **Range 1:** Soft to Moderately Hard – Polyphosphate Filter recommended
- **Range 2:** Moderately Hard to Hard – RO Filtration System recommended
- **Range 3:** Hard to Extremely Hard – Water Softener recommended

Reverse-Osmosis (RO) Filtration Systems for Honeywell TrueSTEAM Humidifiers

In applications with water hardness in the 2 or 3 range, Honeywell is introducing two Reverse-Osmosis systems:

RO System with Water Storage Tank (50045947-001)

- This RO System is for homes with water pressure greater than 45 psi. Homes with water pressure at or above 45 psi are typical in urban homes where water is fed by a water treatment plant.

RO System with Water Storage Tank and Water Permeate Pump (50045947-002)

- This RO System is for homes with water pressure lower than 45 psi. It includes a permeate pump which helps to boost water flow for these lower pressure applications.



Homes with water pressure below 45 psi are most commonly found in rural applications where the home is fed off its own well.

How do I know the water pressure in the home?

- Contractors can ask homeowners a simple question to determine if there is a possible water pressure issue in their home: *If the toilet is flushed during a shower, is there a loss of pressure?*
- If the homeowner answers **'yes'** it is likely they have low pressure. Contractors can confirm this by using a water pressure gauge reader which can be purchased at most distributors, hardware or home improvement stores for around \$10. An Orbit Model #53020 pressure gauge connects onto an outside faucet for quick reference to the home's water pressure.

Test, Install, Test Again

Once the water hardness has been determined and the decision is made whether or not to include additional filtration, it's important to test the water again to make sure the filtration system is working appropriately. If the test strip color is within "Range 1" (as seen in the chart) the water hardness is at an ideal level for humidifier performance while meeting expectations for cleaning.

Even if a home has an existing water filtration system such as an RO System or a water softener, contractors should still test the water, as the existing water treatment system may not be working as it should be.

Consultation Leads to Confidence

Even if the homeowner chooses not to include the water filter with their humidifier purchase, the contractor can set their expectations regarding the frequency of maintenance so there are no surprises. The choice is theirs – your consultation allows them to make an educated decision.

By acting as a consultant rather than a salesperson, and by testing for hard water concerns, you can leave the job site confident in knowing you have provided your customer with a humidification system that works effectively with the homes water supply-ensuring improved customer satisfaction and reduced callbacks.



Be the Consultant of Choice

In the end, Honeywell wants to help contractors do what they do best - provide superior customer service and comfort to their customers. It is our goal to provide you with the tools to ask the right questions and validate the specific needs of the home to position you as the IAQ comfort consultant, ultimately leading to higher and more frequent sales.

Learn More

More information on TrueSTEAM can be found online at www.forwardthinking.honeywell.com.

If you have additional questions, feel free to call the TrueSTEAM Hotline at **(800) 814-9452**.

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Water Hardness Test Kit and Treatment Systems

| Part Number | Description |
|--------------|--|
| 50044721-001 | Water Hardness Test Kit |
| 50045947-001 | RO System with Water Storage Tank |
| 50045947-002 | RO System with Water Storage Tank and Water Permeate Pump |
| 50028044-001 | Polyphosphate Filter |
| 50046086-001 | Replacement filters for RO Filter System 50045947. Includes #1 and #2 filters. |

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