



CHANGE FOR THE  
BETTER WITH  
ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. [www.energystar.gov](http://www.energystar.gov)

## ENERGY STAR® Ventilation Fans: A Simple Way to Impress Your Clients

Builders and contractors know that homeowners appreciate the “little touches”. Attention to detail and small luxuries often help builders differentiate themselves from their competitors.

Featuring energy-efficient design and noticeably quieter operation, ENERGY STAR bathroom and utility fans provide homeowners with quiet ventilation that saves them money. HVAC contractors and electricians who install these fans are realizing that ENERGY STAR qualified fans allow them to provide a premium product that most customers wouldn't think to ask for, but are pleasantly surprised to find.

### Searching for a Silent Solution

Walter Rodriguez of Master Cooling Corporation has recently joined the ranks of contractors promoting the benefits of ENERGY STAR bathroom and utility exhaust fans. He serves as the HVAC contractor for Arverne by the Sea, a planned community of 1,200 ENERGY STAR qualified townhouses in New York City's Rockaway peninsula. In Phase 1 of the development, he installed standard-efficiency vent fans. Soon thereafter, he realized that the fans were infrequently used because they were so noisy. In planning for Phase 2 of the development, a key focus became finding fans that homeowners would use.

Rodriguez looked for vent fans that wouldn't disturb his customers while running throughout the day, and chose an ENERGY STAR qualified fan. In addition to offering ultra-low sone levels (0.4 and 0.8 sones for the models selected for Arverne, compared to an industry average of over 2.5 sones), the fans also offered energy savings of up to 65%.

Having always used standard-efficiency vent fans in previous projects, Rodriguez was skeptical that the benefits of an ENERGY STAR qualified model would be worth the higher price tag. Now that they are installed, he says he can't imagine using anything else: “I was really shocked. It really is a better product.”

## **Impressive Energy Savings**

In addition to quiet operation, homeowners are able to enjoy additional energy and money savings. With six vent fans per unit, each homeowner in Arverne will save about \$19 per year, for a community-wide annual savings of \$23,000. This amount of energy savings is equivalent to removing 121,000 pounds of air pollution.

## **ENERGY STAR Fans as a Selling Point**

When asked if he'd consider using the ENERGY STAR fans again, Rodriguez responded with an emphatic "yes." He's also been telling other contractors about them, saying "the fans can even be a selling point for builders." Rather than walking potential homeowners through a house fearing that they will switch on a noisy bath fan, builders can show the bathroom and point to the quiet fan as an added benefit. When homeowners learn that the fans will also save them money through reduced electricity bills, they are further impressed.

If that isn't proof enough that this experience with the fans at Arverne has sold Rodriguez on the benefits of ENERGY STAR, he added: "Even in my own home, I'm ready to replace my vent fan with one of these."

## **Many Ways to Save**

There are more than 140 different ENERGY STAR qualified bathroom vent fan models available, both with and without lights, from such manufacturers as Air-King, Broan-Nutone, General Electric, National HVAC, Panasonic, and Reversomatic. For more information on these and other products, and to see how much you can save by switching to ENERGY STAR, visit: [www.energystar.gov/products](http://www.energystar.gov/products).