

IAQ by Gord Cook

IAQ Opportunities



Most of your customers don't even know that there are issues with their air quality that can be solved by professional HVAC contractors. It is absolutely critical that when doing in-home sales visits whether for service or sales, HVAC personnel have their eyes and, most importantly, their nose open to receive clues of IAQ issues in a client's home. Start with the knowledge that all houses, new or old, tight or loose, need provisions for some amount of mechanical ventilation. It is no longer possible for natural air leakage / ventilation to provide adequate air quality control in our homes. We have added far more pollutants to our homes – pets, plants, plastics, computers, moisture and we spend far more time indoors. When you visit a customer's home you bring a fresh nose to help them uncover issues their nose has become acclimatized to. If you smell damp, musty odors help your customers look for moisture problems and resolve them with the assistance of ventilation and dehumidification. If you smell scented candles or air fresheners help your customers discover the benefits of removing odors via ventilation rather than just masking them. Of course, there are a wide array of odors you might notice and then dozens of possible visual clues of air quality problems you will discover in many older homes as soon as you are committed to the overwhelming evidence that all houses need provisions for at least some type of mechanical ventilation.

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Special Contributor