

Insulation Contractor Says Everyone Wins



"Re-insulation is a win-win-win for our business, the customer and the environment" is Dave LeHotan's take on the immense opportunities he observes in the re-insulation market.

In his complementary roles as president of All Construction Services, a branch of Installed Building Products out of Brunswick, Ohio, and a charter member of the Northeast Ohio Green Building Initiative, LeHotan has a vested interest in advancing the re-insulation message from both a business and environmental standpoint.

It's not news that numbers in the building industry are stark: in his service territory there were 10,400 new home starts in 2004, compared to 4,000 in 2008. While many companies might retrench, successful companies will adapt and see the opportunity for re-insulation within the nearly 80 million underinsulated homes in the United States today. Which is exactly what All Construction Services is doing.

"In the retrofit market there is a huge opportunity to create sales in an environment where new construction is at its slowest since the 1970s. We have positioned our company to take full advantage of the re-insulation opportunity, and with this launch Owens Corning will be providing a system to fully tap the market," says LeHotan, who uses Owens Corning products exclusively and has long been a proponent of upgrading insulation to today's standards.

His company is poised to take advantage of the opportunity with effective marketing techniques and well-equipped salespeople. "With our Owens Corning Certified Energy Professional® designation, customers feel confident that we are a trusted source to help them achieve energy efficiency in their home," he says.

"Retrofitting is an enormous business opportunity: It doesn't cost that much incrementally; consumers want it, immediately see the benefit and understand the payback; the closing rate is high; and there is a fantastic gross profit margin. Our salespeople are well versed in explaining that insulation doesn't cost...it pays for itself in energy savings over time."

With more than 75 percent of the homes in his service area built before 1970, when insulation standards were drastically different, there is opportunity by the neighborhood.

In addition to the residential market, LeHotan believes it is critical to address re-insulation in the commercial environment. All Construction Services sees this as the best opportunity in 30 years to retrofit commercial properties.

And according to Engineering News Record, one recommendation for attacking the energy problem is to double the R-value of every existing commercial building – a powerful thing to consider.

Le Hotan appreciates that Owens Corning makes it easy for the industry to understand how they can be sustainable and qualify for tax credits, with the Builder Energy Solutions Calculator. This proprietary tool helps builders easily design the most cost-effective way to build energy-efficient buildings.

Summing up his philosophy, LeHotan says, "Insulation is the answer. Saving money and energy is on everyone's mind, and insulation offers the best bang for your buck. Working with Owens Corning is helping us make the most of the re-insulation opportunity."