

7 COSTLY MISTAKES HOMEOWNERS MAKE CHOOSING INSULATION

And How to Avoid Them...

by John Breeze

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Why I Wrote This Report...

As the owner of a leading Northern Rivers Insulation Company, I have spent many years working in the industry.

With the introduction of the Australian governments Insulation Rebate package, I have witnessed literally scores of new insulation companies springing up – virtually overnight.

Many of these new companies are owned and operated by people of integrity and they employ trained installers.

Then there are the others... people who have jumped on the insulation bandwagon in order to make a fast buck.

Sadly, some of these are using very high-pressure sales techniques and even worse – potentially life threatening installation techniques.

NOTE: A recent news report said there was at least one house fire a week in NSW due to inexperienced insulation installers placing insulation directly on top of down lights.

The potential for someone to lose their life is very real. In fact, I am surprised that it hasn't happened already.

Finally, there are those newcomers to the industry that quite frankly, are either too lazy or too ignorant about the industry in general and so are using misinformation or scare tactics to convince people to buy their particular brand of insulation.

So I decided to create this report to better explain the industry that I love and to provide honest, straightforward answers to the questions homeowners ask when it comes to choosing the right insulation.

What you are about to read will take the pain and frustration out of choosing the best insulation for your specific situation!

John Breeze - Northern Rivers Insulation, Casino NSW

Mistake # 1 Choosing the Wrong Type of Insulation for Your Particular Roof or Ceiling.

Choosing the wrong insulation for your specific situation can drastically reduce the overall effectiveness of your new insulation and result in years of frustration and disappointment, seek professional advice.

There are five main types of insulation that you can choose from:

1. Fibreglass (Glass wool)
2. Polyester
3. Wool
4. Cellulose
5. Reflective

Make sure the particular insulation types suits your specific situation.

The right company will patiently explain each type and the pros and cons of each as they relate to your specific situation.

Some ceilings are raked, some are part of an enclosed veranda and some have internal walls called parapets which require special attention.

Mistake # 2 Choosing an Insulation Company that Does Not Intimately Understand the Fire Risks Associated with Down Lights.

Many ceilings have halogen down lights fitted and whilst they look good they are a potential hazard which if not treated with respect could cost you your home and possibly your life!

An experienced insulation consultant should be able give you advice about heat-resistant down light covers.

We use and recommend and use down light covers and have done so for about 5 years. They can be used with all insulation types. They increase the efficiency of your insulation but more importantly they eliminate the risk of fires in your roof.

Mistake # 3 Believing that You Only Have One Option!

Don't choose a company that only supplies a single product. Chances are that will only give you advice that puts their particular product in the most a favourable light and they will be biased against other quality products.

Mistake # 4 Choosing a Cheaper Price from a New Company that Fails to Offer You a Proper Warranty!

Don't use insulation that doesn't offer a warranty of some type. Only choose products that offer a "Life of the Structure" guarantee.

Mistake # 5 Believing in the Impossible!

Don't believe the sales pitch that says a particular product is perfect.

FACT: Every insulation type has some pros and cons, make sure you know what they are.

Don't fall for the "*I can ONLY give you this price IF you order tonight!*" con.

A good company will never use manipulative techniques like this!

Mistake # 6 Choosing a Company that Does Not Have Written Prof of Satisfied Clients!

Don't rely on the salesperson's guarantee of professionalism.

You should always ask the following question:

"Can you please show me 'written proof' of satisfied clients?"

Any professional business will have customers that are happy to recommend them. They will be able to show you numerous testimonials!

Mistake # 7 Buying from a 'Local' Company that is About as 'Local' as Vladivostok!

Just this week, I read a heart-breaking news article about a 'Local' insulation company that had done a terrible job insulating their Northern Rivers home.

Huge spaces in their roof had not been insulated at all! When they contacted the company, they discovered they were in Queensland and NOT a local company at all.

It seems that 'Out of sight is out of Mind' and the couple in question have been left in the lurch. Don't let that happen to you! Make certain that the salesperson who tells you "We're a local company" is telling you the truth!

If in doubt – ask for proof!

I believe in shopping locally, that doesn't mean I always shop locally but 99% of the time I do.

The great advantage of shopping locally is that you are buying from a local who lives in the Northern Rivers and employs people who live locally and if you do have any problems or concerns they can be easily addressed.

I'm not saying don't buy from companies that are outside our area, but the chances are they have only been insulating for a few months and may not be around when all the rebates have finished.

Final Thoughts: Some contractors aren't insulating enclosed verandas, cathedral or raked ceilings.

Two reasons they don't do the skillions are that they don't have the expertise or they are cowboys who don't understand the importance of insulating these areas and are only in it for a quick dollar.

If you can't afford to do these areas, that's okay - but to get the very best out of your government funded insulation, it's advisable to insulate these areas as they let a lot of heat in throughout the summertime and in winter they will be your coldest rooms. What drives me bonkers is when people get

quoted as those these areas will be insulated, only to discover on the first hot day or cold snap that they have been lied to!

I hope you have enjoyed this report.

If you follow these seven steps you won't go wrong.

If you have any questions, please feel free to contact us on **1300 796 200**

And don't forget to ask about your Free Insulation!