

# QUIZ:

## TEST YOUR ENERGY SAVINGS IQ

*Answer 10 Questions  
to Uncover: How  
much do you really  
know about  
central Texas energy  
efficiency?*



**SHAWN MANSUR**

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# How much do you really know about central Texas energy efficiency?

1. The average Austin TX area family spends how much each year on home utility bills?  
A. \$6,000      B. \$3,500      C. \$2,200      D. \$1,000
2. The typical American household saves how much on energy bills after simple efficiency improvements?  
A. 0-20%      B. 20-40%      C. 40-60%      D. 60-80%
3. Which of these home systems use the most energy in central Texas homes?  
A. Water heating      B. Appliances, Electronics & Lights      C. Cooling and heating
4. Where does the majority of Air Conditioning escape from your home?  
A. Walls      B. Floor      C. Roof      D. Window/Door
5. How does your home energy use compare to the pollution of the average Austin personal car?  
A. Home pollutes 1/2 as much as your car  
B. Home creates same amount of pollution as car  
C. Home pollutes Twice as much as your car  
D. My home causes pollution?
6. Which best describes your home?  
A. Comfy no drafts  
B. Minor drafts around doors  
C. Major drafts surrounding windows, drafty rooms, cold floors  
D. Moisture sitting on windows, mildew and damp crawl space  
E. Two or three of the above
7. Controlling condensation in your home is accomplished by which actions?  
A. Regular fresh air ventilation  
B. Proper insulation and air sealing  
C. Shutting bathroom doors when showering  
D. Drying clothes outside or with the laundry room door closed  
E. All of the above controls condensation
8. How much money can you save on energy by using a LED light bulb?  
A. Nothing      B. \$10 per year      C. \$30-\$60 over the life of the bulb      D. \$120 per bulb
9. What home maintenance action is most important to energy efficiency and safety?  
A. Turn up AC in hot months when not home, and heater down in winter  
B. Ensure furniture is not blocking floor vents, radiators, or heaters  
C. Ever 1-3 months replace or clean all air filters and vents in HVAC system  
D. All of the above maintenance items
10. Which choice is the most effective energy saving investment?  
A. Seal all the air leaks on windows, doors, baseboards with caulk or weatherstripping  
B. Have the attic, walls, floor, and ducts properly insulated to current building codes  
C. Turn off the AC and heater when you are not in the building

# Energy IQ Quiz **Answer Key**

1. The average Austin TX area family spends \$2,200 yearly on home utility bills. Nationwide home energy usage accounts for 22.5% of the total energy expenditure.
2. Air sealing drafts in a building can reduce energy consumption by 5-30%. Properly insulating the building can have up to 50% reduction in consumption. A building performance audit locates problem areas. Some issues are easily fixed while others may require professional services.
3. Cooling and heating Texas buildings represents 48% of the energy usage totals, according to a Residential Energy Consumption study. While appliances and electronics represent about 20% of energy consumption. Lighting uses 10% on average. Most heating and cooling escapes the building due to poor insulation and air sealing.
4. Each of these areas contribute to air leaks due to poor insulation and lack of air sealing. Here is how much energy is lost from each area: 40% Attic, 20% Walls & Floor, 12% HVAC Ducts, 10% Windows, 8% Doors, 8% Plumbing Entries, 2% Electrical Outlets. Meaning that insulating your roof alone can reduce energy consumption up to 40%. Building Performance Audits help uncover problem areas specific to your building.
5. The average Austin area home produces double the pollution of your car. Do your part in protecting the environment by air-sealing and properly insulating your home.
6. Under-insulated, improperly air sealed homes suffer from drafts and excess moisture.
7. All of options help control condensation, which protects you from a moldy disaster.
8. Super energy efficient bulbs can last 10 times longer than incandescent bulbs. They can produce the same light as a incandescent bulb while using 80-90% less energy. This means that over the lifetime of the bulb, each one can save you \$30-\$60 in energy costs. Plus, if the electricity you use was created from coal, each CFL reduces carbon dioxide pollution over its life by about 1,300 pounds.
9. Preventing a fire by keeping belongings away from floor heaters is the best safety solution. However, the best maintenance thing you can do is replace air filters regularly to keep the HVAC from working harder than it has to. Plus, it is smart to avoid heating or cooling your building when you are not in use.
10. Having your building properly insulated makes your building more comfortable, addresses the leading cost in energy waste. A thorough building performance audit will evaluate your insulation, air leaks, HVAC system and much more. After an diagnostic you will know what needs fixing.

# About the Author: The Story of Stellrr

Hello! Thank you for taking my Energy IQ Quiz. My name is Shawn Mansur. I wrote this collection of 7 reports because I was so fed-up and frustrated by hearing horror stories of good people getting blindly ripped-off by the plethora of slick insulation salesman active in the Austin area today.

For this same reason, I founded Stellrr Insulation of Austin to offer a better solution that fixed the flaws in our industry locally and across Texas.

My wife Shelley and I have lived in Austin TX since summer of 2007. Today we have two children Scarlett, Sterling, and our puppy Silas. Our company Sterling Win LLC has been located in downtown Austin at the same address since 2007 and we are here to stay.

## What is Stellrr doing DIFFERENT than every other insulation contractor?

1. With every purchase we donate 10% of our profits to the cause of your choice. You decide which supported cause you care most about and we will donate on your behalf. Our most popular causes include: breast cancer, hunger, military veterans, animal rescue, youth art, autism, clean water, environment, cancer, and bullying. [Choose your cause here.](#)
2. You are protected with our 200% Money-Back No-Risk Guarantee. Stellrr has the strongest guarantee in Texas. Most installers don't even guarantee their work. You will be delighted with our service, we will make it right, or refund you up to 200%. [Read the 200% Guarantee here.](#)
3. Stellrr technicians either have certifications from NIA and/or SPFA, are doing continuing education to stay on the cutting edge, or are in progress of receiving certification. You can rest assured that we will know what to do, how to do it right for the minimum expense, and act in accordance with high ethical standards of practice.
4. A full 233-point Stellrr Energy Performance Diagnostic Audit is performed. Then a written quote and recommendations are made so you understand how we can help you meet your goals and there are no-surprise costs. [Discover what you get here.](#)
5. We provide a list of third-party ratings and reviews for our company.
6. The bottom-line price is provided upfront. We are not the cheapest option because we provide excellent service and quality. We do not falsely inflate our prices to offer fake discounts like many others advertise. We are up-front about essential versus optional solutions.



7. All employees have an extensive background check, drug testing, uniforms, and cleanliness requirements as a condition of employment. We only hire great friendly honest people so you can have peace of mind that we will be safe and enjoy letting us serve you.

8. Cleanliness and organization is something we take very seriously. Our service vehicles and insulation laboratories are kept clean, and organized. Likewise, we clean up your building when we are done so it is like we were never there.

9. We are members of several local trade associations (NARI, HBA, CBUSA, AGC) to be involved with the community, strengthen relationships, and stay abreast in today's fast changing market.

10. And much more. Download the Critical Insulation Contractor Comparison Checklist [here](#). You'll discover the 24-criterias to look for in a good insulation installer. Plus you will learn why each checklist item is important (or not) to you, then easily compare companies.

That is what makes Stellrr unique in the insulation business. We will install your insulation the right way and provide a great value for your money. With our expertise and commitment we guarantee to provide you with a delightful experience.

**Stellrr is NOT right for everyone.**

That's right. Stellrr may not be right for you. While we have a friendly team, we have discovered that certain relationships don't work. If we feel we are not right for you, we will tell you. We will try to connect you with a insulation contractor who is better suited to meet their needs.

If you are looking to have your building's insulation system repaired or upgraded, please call us. We are eager to earn your business. But, availability is limited due to overwhelming demand. Don't delay. Get an appointment now.

**Call (512) 520-0044 to schedule your Stellrr Performance Audit today.**

With Gratitude,



Shawn Mansur | Founder of Stellrr | Member:





# What Clients Are Saying About Us

**Here are a few of the rave reviews our clients have posted about us on sites like Google+, Yelp, LinkedIn, BBB, Houzz and more:**

"I've been a remodeler in Austin for 11 years. When I look to businesses to partner with, one criteria is being able to get a hold of either the owner of the company or one of their top salespeople. I can call Shawn at any time, day or night, and he seems to work just as crazy hours as I do, and he will respond quickly. And Shawn also gives a portion of his income to charity on a regular basis. Class act all around, and he is also on the Board of Directors for Austin NARI" — John Martin, Straight & Level Construction

"Shawn is dedicated to excellence and professionalism, which shows in the way that he manages his company. He consistently delivers solid service and good value, and offers an innovative solution." — Tyson Neal, PowerHouse Electric

"We could not be more pleased. Shawn and his crew are fast, clean, and very personable. I recommend the switch as well from whomever you are using." — Randy Stringer, RRS Design + Build

"Shawn is a pleasure to work with. He is timely, informative, and responsive." — Elizabeth Quintanilla, Real Estate Developer

"I was surprised by Shawn's professionalism and attention to detail. Shawn and his people are on time, neat, courteous, and competitively priced. What more could you asked?" — Shane Gigout, Commercial Project Manager

"I used Shawn on several rehab projects and every time Shawn has gone above and beyond to make sure I was happy. I only wish he were in the Corpus Christi area too since it's been difficult for me to find the same quality." — Guy Gimenez, Investor

"Shawn's business is very professional. They showed up on time, provided exceptional customer service and was very clean. You can tell they take great pride in their business - I will only use Shawn moving forward." — Kyle Sorenson, Operations at Hotels4Hope

"I have known Shawn for a number of years and since day one he's demonstrated the deepest qualities of trust, transparency, empathy, and ingenuity. He solves problems by stepping outside of conventional thinking and brings into the solution process a diverse question-based approach that guides himself and other team members to a collaborative and co-created plan of action." — Justin Zimmerman, Consultant

"Shawn and his team have been a great addition to the CG&S family of subcontractors. They are very easy to schedule, understand our need for a clean and safe job site and have gone above and beyond to make sure those needs are met. He has even come



out on a weekend to make sure we are taken care of. We recommend their services to anyone who is in need.” — Jay Schaefer, CG&S Design Build

“Shawn is always ready and able to help with solutions to get the job done. We look forward to continuing our partnership with this company.” — Jeff Bullard, Avenue B. Development

“I appreciate all of your help, and it’s been lovely talking to you over the phone the last week. You’re so sweet, and we love doing business with you. As we continue to flip houses, we will be continuing to work with you in the future. Thank you! Have a splendid day!” — Hannah Slayer, Real Estate Investor in Austin

“Shawn was responsive, timely and called when he was on his way to ensure that I knew exactly what time to expect him. It was easy to coordinate my labor because he did exactly what he said he would do. The price was competitive and there were no hidden charges like a lot of companies. I will definitely use him again.” — Clint Barr, Chore Masters Property Management

“Excellent response. I liked the equipment. It was clean. I got the invoice when I needed it. Overall very good experience. We have used several other companies in the past. What makes Shawn’s team different is a very thorough website, clear upfront pricing, and the customer service. Everyone was very understanding about my situation on the roofing project.” — Kevin Vossler, Farmer Roofing

“Professional, personable, and incredibly easy to work with! Everything they say about the service they provide is true, and they genuinely do go above and beyond to help out their customers. Both my husband and I are impressed and ~highly~ recommend calling Shawn!” — Jessica Dye, Austin Homeowner

“Shawn, you guys have been the best thing that ever happened to my project—thank you!!! And, that little surprise was an added bonus that seriously made me the happiest person alive when I was without refrigerator and starving. What a treat!! I absolutely loved your service. Thank you!” — Lorrie, Austin Homeowner

“Wonderful customer service. I ended up going with this company purely for that reason. I am a call center manager and have to teach people daily how to have great conversations and give amazing customer service. Shawn did a wonderful job and explained everything to me. I feel prepared and less stressed after speaking with and booking with them!” — Melissa Crayton, Austin Homeowner

“I work in TV/Film and our schedules are ever changing and so are our needs. Shawn’s crew was ready to go with the flow and help us out every step of the way! Even when we had to change things last minute during one of the busiest months in Austin (during SXSW) the crew was able to work it out and get us the best service, all while having the friendliest staff AND the best prices. I will definitely use them again! I highly recommend this company.” — Alison H, ABC Studios





# **90% OFF Stellrr Energy Performance Diagnostic Audit**

**Expires in 30 days, claim right now!**

\_\_\_ **“Yes!** I want to schedule a private consultation with you to discuss hiring you to install insulation in my building. I understand that your services are “in-demand” and your time is limited. That’s why I’m acting now to take advantage of this gift certificate (a \$132.30 value). I understand the private **Stellrr Performance Diagnostic Audit is \$147, and I will save 90%** with this certificate. Please schedule me for an appointment.

“During my Stellrr Diagnostic Diagnostic Consultation you will give me a complete 233 point building energy performance assessment, and then share exactly what I need, to achieve top energy efficiency ratings in my building. Including:

- **“Specific to me** information from a qualified expert on problem areas in my building
- **“Finally! Actionable advice** on how I can achieve my building comfort, health, & energy saving goals
- **“The opportunity to sign on with you as a client and get my building upgraded and healthy once and for all. If there's availability, I understand you are the premiere insulation & building performance experts in town, and demand is huge!**
- **“*And so much more!***

“I’m sick of wasting my time on false solutions and promises that don’t deliver. I’m ready to commit 100% to do what it takes to achieve my goals and take action now.

“Furthermore, I understand that if I’m able to hire you as my insulation installer, my success is 100% guaranteed. I’m not only going to get maximum health, energy savings, and comfort results in minimum time, but I’m going build a solid foundation to ensure I maintain my building’s performance results **FOR THE REST OF THE BUILDING’S LIFE!**

“That is why I am calling your office right away to claim this gift certificate and schedule my Stellrr Performance Diagnostic Consultation.”

**Expires in 30 days, Call 512-520-0044 right now!**

**YOUR NAME:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**BUILDING ADDRESS:** \_\_\_\_\_

