

THE DEFINITIVE GENERAL CONTRACTOR'S GUIDE **TO** **INSULATION** **CONTRACTORS**

**SECRETS TO MANAGING INSULATION SUB-CONTRACTORS
TO ACHIEVE JUST-IN-TIME INSTALLS, WITH STELLAR QUALITY,
AND BE ON-BUDGET!**



SHAWN MANSUR

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Introduction:

Insulation Installer Secrets Most General Contractors Will Never Know

The insulation installation business is one of a few industries that is not well regulated. The state of Texas does not require any licensing. The industry has a very low barrier to entry so anyone can call themselves a “professional” insulation installer with no legitimacy behind the claim.

These are people who come to your building project and work on one of the biggest and most important energy savings and comfort systems in your project. The aftermath of their work can be very dangerous to your clients if the “pro” fails to install their solution properly, use the equipment correctly, and how to ensure your client’s safety after the installer is gone.

It seems like every month there is a new nightmare story in the headlines about crimes being committed, about contractors being sold more than they need, and exposes on the Bait-and-Switch insulation companies preying on mis-guided GCs with deep discount offers to get their foot in the door and then perform hard sell tactics on unsuspecting Builders into large bills your client feels must paid.

When you search insulation companies websites online you can’t really tell who the great insulation contractors in Austin TX are, or the ones you should avoid. Top notch companies try hard to distinguish themselves from the fly-by-night scammers and weekend warriors who use dangerous procedures, hard-sell tactics, and have dishonest employees.

Insulation Industry Secrets and Lies

Many insulation contractors make confusing and misleading claims about what they do (sometimes these weekend warriors just don’t know better).

This guide is going to help you avoid choosing the WRONG insulation company that will cost you money, time and stress. It pays to learn the following little-known insulation facts first.

The “GCs Awareness Guide to Insulation Installation” will help you learn everything necessary about getting the right insulation installed the correct way, so you can have peace of mind knowing that you are delivering value for the money your client invests in their building.

You will discover insider information on:

- How to avoid 3 insulation installer rip-offs
- 5 costly misconceptions about insulation installation
- Which insulation materials and installation methods are best today
- 5 mistakes when choosing a installer & how to avoid them
- The importance of value and price
- 4 steps to a safe, quiet, and comfortable building
- What a GC should expect from a good insulation contractor

This report was designed to help you understand the little-known secrets of the insulation installation industry so you can make a smart and informed choice.

We are very passionate about the insulation industry and have dedicated our business to teaching building professionals. If you have any questions on insulation, please don't hesitate to contact us at (512) 520-0044.

With gratitude,



Shawn Mansur | Founder of Stellrr | Member:



P.S. If you'd like to learn more about my company Stellrr and what we can do for you, please check out pages 21-25 of this guide.

How to Avoid 3 Insulation Installer Rip-offs

1. Their price is TOO cheap

Builders love a discount, but when a bid sounds too good to be true, it often is. Some insulation companies advertise their deep discounted prices as misleading advertising. Their offer to you is incredibly inexpensive, and once they do the work, they pressure you into paying hidden fees in order to cover the real costs to insulate your project.

Selecting the correct insulation solution and installing it properly takes time and the right resources.

A common scheme is quoting low prices per board foot. They say \$X.XX per board foot for 1-inch of closed cell. However, when they apply it, they only install 1/2 or 3/4 of an inch. This is common practice and often happens on accident with companies who don't have and enforce stellar quality control processes. You pay for insulation you never get, and you will never know because their work is cover up.

You can hire a cheap installer who loses money on your project. But what happens when you need them to fix something, for warranty work, or on your next project? They probably won't be around to support you. Then you have to go through the hiring process again. It is easier to build long term relationships with a quality installer who stands behind their work.

Expect to pay a reasonable price for quality work. If a deal seems too good to be true, call another installer. Otherwise you may end up paying much more to get the job re-done the right way.

2. "Our materials have the best R-values"

This statement is made in many on-site estimates with installers. Remember: The best insulation materials for you are the ones that achieve your client's goal (build your reputation for high performance)!

For example, the common comparison measurement for insulation is R-value. The problem is that the US Department of Energy says that sealing a building can save up to 40% on HVAC bills.

Popular high R-Value insulation materials like fiberglass and cellulose are poor air sealers. If the insulation material doesn't air seal your client's building, thousands of dollars will fly out your project's roof and walls.

Plus, if the insulation is not perfectly installed, air leaks will occur. Air leaks significantly reduce the R-value effectiveness of most insulators. Then the air leaks bring moisture into the space and further reduce effectiveness and increase mold growth.

So before you hire a insulation contractor, identify your objectives and then select the materials and installer who best reaches your goals.

Technology in the insulation business evolves constantly, so materials or systems they were trained on a few years ago might have been improved upon by in today's world. It is beneficial to work with a insulation contractor that always keeps themselves on the cutting edge of technology and doesn't simply make broad claims about having the "best" insulation and technology in town.

3. Bait and Switch

This is a huge problem. The scam usually works in a few ways depending on what material is being installed.

First let's talk about fluffing with blown-in cellulose or fiberglass insulation. The technician uses an excessive air setting on the machine to fluff the insulation. This results in 12 inches of insulation settling down to 6 inches in a few months time. This might have your client happy initially, but when they realize you built a low performance building, your reputation and referrals are in trouble.

Avoid any installer who is trying to sell you a certain number of inches of blown insulation or a certain R-value. Find a contractor who will perform the install based on the number of bags to be installed.

When you find a "Bag Count" installer, here is how to keep them honest. Don't let them sell you 60 bags and only install 40. Count the number of bags on the truck before and after the install. If they could not use all the bags you ordered, make sure your invoice is reduced.

On the other hand, many spray foam installers claim to add the required fire-retardant layers when doing the project. But often times they skip the fire-retardant step in an effort to save time and money. Their contract with unsuspecting GCs say fire-retardant installed, but they cut corners to save \$0.05 per board foot. They put you in a safety and legal risk and building inspectors often do not catch the problem.

5 Costly Misconceptions About Installing Insulation

1. My foreman can install it, it's easy

Many GCs have the attitude of self-performing work to save money which is smart for many energy efficiency projects and for some insulation jobs.

There is more to properly insulating your project than just renting a machine and blowing insulation into the attic or rolling batts of fiberglass in the walls. A correctly insulated space will be inspected for issues like air-sealing, soffit blocking, old insulation removal, fire hazards, and more.

Insulation it is not about choosing the right product, it is about installing it correctly. Yes the right product counts, but doing 5% of an area wrong can significantly reduce effectiveness of the insulation. In some cases a mistake on 5% of the job can require the entire project to be ripped-out and redone. These are the "horror stories" you hear about on the news.

So when you think it will be expensive to hire a professional applicator to properly install your insulation, you may be right. However, it won't be nearly as expensive as having to have the job redone.

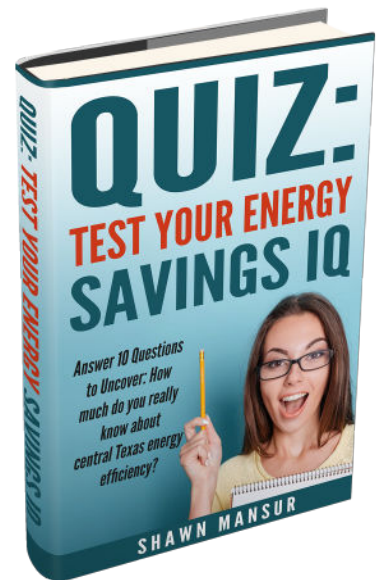
2. The only reason to insulate a building is to lower energy bills.

Improving the insulation in your client's building can save them big bucks on energy bills. This means the insulation pays for itself in time and makes your client money in the long run.

However, there are several other important reasons to better insulate your project.

A. Added comfort by keeping surfaces warmer, balancing air circulation, eliminating hot spots in rooms, cutting drafts in the building. Insulation also reduces outside noise.

B. Make the building healthier. Good ventilation that is sealed from the outside improves indoor air quality. That means less pollens and other allergy particulates floating in the space. Plus a well insulated and sealed building works as a pest deterrent.



[Click to take the Quiz](#)

C. Reduce your impact on the environment, and does your part in preserving the planet for future generations.

3. All insulation installer's solutions are similar to each other

Not all insulation methods are created equal! Common practices among installers result in the insulation:

- not being thick enough
- not sufficiently covering all nooks and crannies
- either too little or too much insulation installed
- insulation contracting and pulling away from the building's frame

Many times the company will try to sell you on whichever type of insulation they need to get rid of. Or they may just be a weekend warrior with low quality equipment that prevents them from doing the job efficiently. In the insulation business, the performance of the applicator makes a big difference, and you want someone who is on top of their game.

4. Having the correct equipment means your project's insulation will be installed properly

Many companies have the right tools, but not all companies train their employees on the best ways to install the insulation for maximum effectiveness. Installers may make costly mistakes or perform unnecessary services that can add hundreds of dollars to your final bill.

You would avoid taking your vehicle to a mechanic who was poorly-trained, so why risk your client's insulation and health with a installer who has poor-training.

It is important to work with a company who specializes in insulation and has their technicians receive certifications from top rated organizations like SPFA or independent testing and training organizations.

A sting produced by CBC News, revealed how homeowners are forced out of their homes for months due to health hazards from insulation install mistakes. One of the homeowners had to have the entire roof demolished from their home and rebuilt just to fix the problem. Trying to save a few bucks is not worth the risk.

5. I should choose the lowest price option

I have seen dozens of problems resulting from individuals choosing the lowest bid option for insulation companies. I am frequently called afterward to fix what the other guys messed up. The individual pays twice instead of having it done right the first time.

Please AVOID hiring a insulation company that offers steep discounts or incredibly low prices. Two of the most common issues are:

1. The company doesn't have the right expertise to properly diagnose the problem and end up prescribing a solution that only fixes part of the problem, leaving a costly mess behind
2. The advertised price is the "foot in the door" cost. After the installer is in mid-installation, it suddenly turns out that you have all sorts of other fees required for proper insulation installation.

To make sure none of these things happen when you hire a pro, ensure you completely investigate what the price includes and the practices the company uses to install your project's insulation.

Which Insulation Materials and Methods Are Best

There is no right or wrong popular insulation material, but only which material will work with your client's budget. There are different advantages of each method, you just have to decide which one best aligns with your values and the reputation you want to build.

For example, closed cell spray foam has the highest R-value which will reduce your client's energy usage. However, cellulose is made up of 85% recycled material. Cellulose doesn't perform as well, but it is a greener material.

Fiberglass

Glass wool is known as fiberglass. It was invented in 1933 by Games Slayter while he worked at Owens Glass (now known as Owens Corning).

It is manufactured by combining sand and recycled glass at a temperature of 1,450 degrees celsius. The glass that is produced is converted into fibers with a method similar to making cotton candy.

It is a material that can irritate eyes, skin, and lungs. It is relatively good at resisting mold. However pests enjoy nesting and living in fiberglass.

Batts: Typically known as "the pink stuff", rolls of fiberglass (batts) have been widely used in production (cookie cutter) home building. It is the cheapest option for a builder when there is not much concern much about the performance of the home. While builders install fiberglass, you won't find many builders putting fiberglass in their own home.

Blown: This method of using fiberglass is better than batts because it can fill around pipes, wires, and in smaller corners. Blown fiberglass costs more to install than batts because of the insulation blowing truck needed. Blowing fiberglass does settle, but it overcomes the gaps and cracks issue present with batts.

COMPARED: FIBERGLASS VS. CELLULOSE VS. SPRAY FOAM				
	FIBERGLASS BATT	CELLULOSE BLOWN	CLOSED CELL SPRAY FOAM	OPEN CELL SPRAY FOAM
Exceptional fit and conforms to cavity			✓	✓
Meets requirements for vapor barrier			✓	✓
Meets requirements for air barrier			✓	✓
No formaldehyde		✓	✓	✓
Significant sound transmission reduction		✓	✓	✓
No ozone depleting chemicals contained		✓	✓	✓
Fire resistant		✓	✓	✓
No food value to pest or rodents	✓	✓	✓	✓
No combustion support	✓	✓	✓	✓
Zero distortion of the framing		✓	✓	✓
No shrinkage	✓		✓	✓
No drying time	✓		✓	✓
Zero water absorption			✓	✓
Not settling or sagging			✓	✓
Remains glued to walls			✓	✓
Remains glued to floors			✓	✓
Remains glued to roof decks			✓	✓
Enhances structural strength			✓	✓
No harmful gases or dust particle emissions			✓	✓
Maintains R value in extreme hot and cold			✓	✓
Improves indoor air quality			✓	✓
Removes habitat for allergens and dust mites			✓	✓
Saves the MOST money on utility bills			✓	✓
IMMEDIATE EXPENSE	\$\$\$	\$\$\$	\$\$\$\$+	\$\$\$\$
30 YEAR ENERGY SAVINGS RETURN ON INVESTMENT	\$\$	\$	\$\$\$	\$\$\$

[Click to view full 25-point insulation material comparison infographic](#)

Cellulose

The use of cellulose insulation dates back to 1772 when US President Thomas Jefferson installed it in his Monticello plantation house. The origin of the word cellulose is French. Cellulose, for living cell, and glucose, for sugar. It is made out of recycled newspaper and fire retardant.

It is gray in color because cellulose is manufactured by shredding discarded newspapers and cardboard. The paper is then treated with boric acid as a fire retardant. Boric acid can be found in it's natural state around volcanos in Italy and Nevada. It is common ingredient in natural skin ointments and insect repellent.

Cellulose popularity today over fiberglass is because studies suggest that because of its density, cellulose is better at protecting a building from fire damage than is fiberglass.

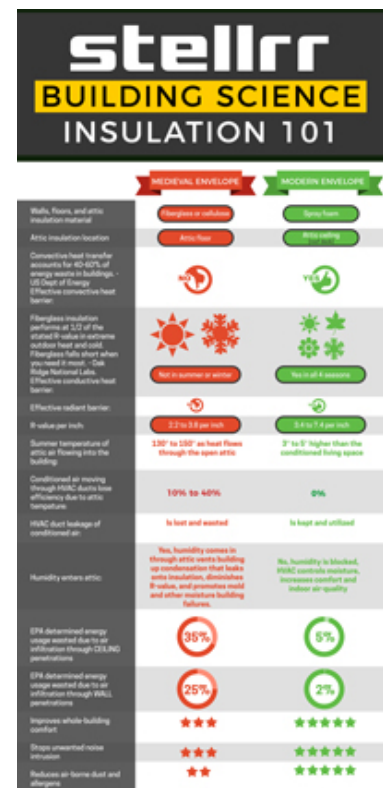
Cellulose has the highest recycled content of any popular insulation type installed today.

Blown: cellulose is installed into new and existing buildings.

1. Loose fill is most used for adding insulation to an older building's attic.
2. Blown cellulose can be retrofitted into existing walls by drilling 2-inch holes between wall studs and filling the wall cavity with the material.
3. Another common use is in new buildings where a netting is stapled to the studs and cellulose blown to fill the cavity.

The challenge with loose fill cellulose is it can settle by 20%, leaving air flow gap and under-insulated pockets. The solution is to have the properly wall dense packed by a pro installer so it does not settle.

Wall Spray: or "moist sprayed" cellulose is used in new building construction on the walls. The material is has water added to it when passing through the blower gun so that it sticks to the wall without a temporary retainer. It packs much denser and becomes rigid enough that excess is sawed off and reused. The advantage to moist spray is that is a much better seal against air infiltration and prevents settling issues. With wall spray cellulose, the walls must remain open (before being covered or sheet rocked) for at least 24 hours until the materials have reached a maximum of 25% moisture.



[Click to view full Building Science Open vs Closed Building Envelope Infographic](#)

Spray Foam

Spray foam was invented in 1937 by Otto Bayer when he successfully synthesized polyurethane foam by mixing wet chemicals to create dry foam. It was not until 1979 that spray foam was first used as building insulation. Today NASA insulates the space shuttle and fuel tanks with closed cell spray foam to strengthen the shuttle and protect it from heat.

Different types of spray foam are used as a seamless flat roof coating, for raising concrete slabs, in wall cavities, and attics.

Spray foam is made by mixing two liquids isocyanate and polyol resin in the tip of a spray gun. It expands in seconds to 30-100 times its liquid size.

According to the US Department of Energy, 40% of a building's energy escapes from air infiltration via windows, walls, and doorways. Spray foam is a stronger air infiltration minimizer and thermal insulator than any other popular insulation material.

Foam blocks all three types of heat transfer:

1. **conductive:** the flow of heat through a material to a lower or higher temperature area.
2. **radiant:** heat in the form of light warms a surface and is transferred to other materials.
3. **convective:** heat is transferred via air or water, which is blocked by air sealing a building.

Spray foam is non-toxic after it is cured which (when sprayed properly) only takes a few minutes. However, buildings should not be inhabited for 24-48 hours after installation because of vapors still inside the air tight building envelope. For this reason applicators wear full face respiratory protection systems just like professional painters do when spray painting.

Open Cell: is primarily used in a home's walls, attics, and basements. The foam reduces air and noise penetration. It protects against moisture. but is not as strong as closed cell

Closed Cell: is the ultimate insulator. It is typically used in commercial, industrial, and agricultural environments. Closed cell foam is what is used for commercial flat roof coatings and concrete foundation raising. This foam generally weighs 2 pounds per board foot (12" x 12" x 1") which is 4-times heavier than open cell foam. Closed cell is used to greatly strengthen and waterproof inside barns and on top of flat roofs.

SPRAY FOAM INSULATION STANDARD VS UPGRADED FOAM			
	STANDARD FOAM	UPGRADED FOAM	
Weight 12"x12"x1"	0.5 lbs	2.0 lbs	4x heavier
R value per inch	3.7	7.4	2x more resistance
Spray depth variance	+/- 4 in	+/- 1 in	3x more consistent
Sound transmitted	60 sts	43 sts	21% more quiet
Air sealing	0.0012 ft cfm/ft2	0.001 ft cfm/ft2	Basis better
Tensile strength	3.73 psi	42 psi	11x stronger
Moisture/vapor barrier	15 perm	1 perm	15x stronger barrier
Fungal resistance		No fungal growth	Best mold resistance
Flame spread	0	<25	Needs ignition barrier
Smoke development temperature	<300°	<450°	50% higher heat resistance
Over-sprayed foam (problematic for other trades & drywall)	Yes	No	0 foam extends past studs
Foam moves electric & plumbing out of wall	Yes	No	100% lower risk of problems
Walls require shaving, increased risk of cutting wires extended past stud	Yes	No	100% lower risk of problems
Shave & clean labor cost	100%	50%	50% less labor
Purchased foam shaved for removal & disposal	30%	1%	30x less waste & dump fees

[Click for Big Open-Cell vs Closed-Cell Spray Foam Infographic](#)

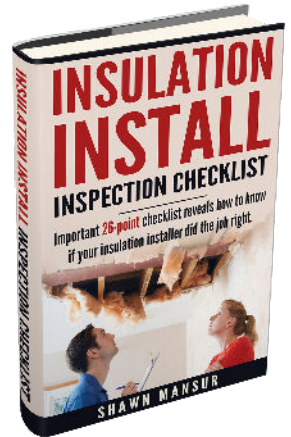
5 Common Insulation Installation Mistakes and How to Avoid Them

1. Choosing a insulation company based on brands offered

Sure, the company you work with must have great brands. Yet, the company's applicators need the right skills to properly diagnose and fix your thermal barrier system. Most companies install "all brands", but few companies invest the energy and time necessary in helping their installers be able to quickly and efficiently do the job right (at an honest price). Be sure to hire a insulation company who is adequately trained.

2. Choosing the cheapest option

When a insulation company charges less than others it can be a sign of numbers problems. This may be a "bait and switch" tactic to hook you in at a cheap price before stating mid-installation that it will cost significantly more to do the job properly. It can also mean a poorly-trained installer working on your project's insulation system with outdated practices. Last, it may be that they use cheap insulation which won't last or even could further damage your client's building. Be sure your insulation pro doesn't have prices that are too good to be true.



[Click to read this install inspection report.](#)

3. Choosing a insulation company with no guarantee on their service

Does it say good things about a company who does not stand behind their workmanship? If you are looking at working with a insulation pro that does not offer a guarantee on their service, look elsewhere.

Reputable insulation companies will offer some form of guarantee on their service. It may be a guarantee only that the insulation offer a certain R-value, or it may be a full satisfaction guarantee on the whole service with a money back guarantee if you aren't happy.

Don't forget to check out the company's guarantee and refund policy before hiring.

4. Choosing a insulation company without hearing other people's feedback about them

Any decent insulation company should be able to provide testimonials from happy clients who used their services in the past. If a company doesn't have references, you should be weary of hiring them. If they don't have legitimate raving reviews it could mean:

1. They are new in the business and don't have any happy clients yet. Do you really want them learning how to install insulation on YOUR time, money and precious building?
2. They are too lazy to have worked their client base to find people who want to praise them. If they cut corners in this area, what corners will they cut when it comes to properly fixing your building?
3. They are simply not good at what they do and don't have happy clients who are willing to vouch for them, because they were not satisfied. Obviously, you should walk away.

5. Choosing a insulation company that does not have accreditation

When hiring a insulation company you want to verify that their installers are certified with independent testing and training organizations.

The National Insulation Association (NIA) is the primary regulatory and certifying organization for insulation companies of all types. To be certified the applicators must go to formal training and pass examinations. NIA installers are experts who deliver results and have high ethical standards you can trust.

Avoid companies who do not have accreditation because they likely do not completely understand what they are doing or are not a legitimate business period.

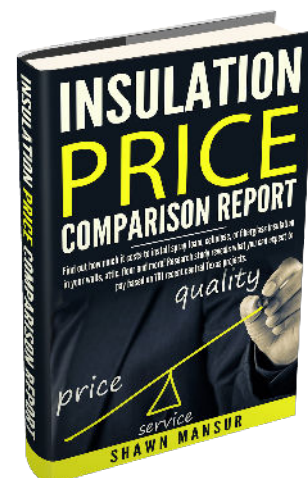
Price Quotes: Value Versus Price

Price is what you pay. Value is what you get. The difference is important.

There are a variety of installation methods, providers, manufacturers, and prices to choose from. As your client's building is perhaps the biggest investment they will make, it pays to invest in quality insulation.

But that does not mean your client should pay a lot for it. You should get a great value for your money and only pay for what you need or want. You should not pay for unnecessary add-ons. In other words, don't fall for the lowest price quote.

Do not expect the insulation company to provide an exact price quote on the phone. The honest and reputable insulation companies rarely have an out of the box price because there are several variables on what could be wrong that must be seen in person. Insulation installation is usually priced by the material, volume of material installed, plus labor and difficulty of the job. If you'd like to know the exact cost, you need to know the exact material, volume needed and how much time is required to do the work.



[Click to read the full price comparison report.](#)

Other variables that affect price include:

- The pitch of the roof. Will scaffolding have to be built and/or moved. Some structures are harder to insulate than others.
- Are the applicators having to remove insulation from an old building or scrub excess off the studs in a new structure? Buildings that haven't been insulated properly will have more items needing correction.
- The amount of stuff stored in the attic making it inaccessible for the tech. In many cases, if you move your things stored in the attic out of the way, you save money.
- Are you converting an vented attic into a closed, sealed space? You will need to have a HVAC unit with 90% or higher efficiency installed.
- Do you have recessed lighting in the ceiling? These require extra steps to insulate and seal. What other areas need to be sealed; walls, vents, fans, chases, fireplace, doors?

To protect yourself it is smart to review this guide so you can understand the difference between a company offering a great value for a reasonable price versus a cheap price with terrible value.

9 Reasons Why You Want to Build an Efficient, Safe, and Comfortable Insulated Building

As you can see by reading this guide there are many things to consider when making decisions on your insulation. No doubt some items I have shared with you may be discouraging about even hiring anyone at all.

So let's talk on a positive note about why you would want to fix or upgrade your building's insulation. Here are a few reasons:

1. Safety for the client's kids, pets and family. If your client's building is 10+ years old it is not up to current building codes and may be missing lifesaving safety features including fire retardant.
2. Avoid polluting the environment with unnecessary energy usage.
3. Feel healthier by reducing allergens and viruses entering the building.
4. Live with more peace from outside noise blocking capabilities of insulation.
5. Enjoy the pleasure of a more comfortable rooms with balanced air circulation and no more hot/cold spots.
6. Safer intrusion resistant technology to protect your client from pests.
7. Save money. By cutting your client's energy bills, the insulation will pay for itself. Then it will start earning you money that your client can set aside or spend on life's simple pleasures.
8. Make money by improving your insulation. According to Remodeling Magazine's Cost vs Value Report improving insulation in the client's home increases their home's value by 117%. However, a bathroom remodel only returns 57.8% of every dollar invested.
9. Feel great about your project's energy performance (your competitors will envy your reputation).

If these 9 reasons to fix or upgrade your project's insulation haven't convinced you to take action, I never will compel you to move forward. But if you are getting excited, then keep on reading because the next section is very important.

4 Steps to a Efficient, Safe and Comfortable Insulated Building

1. Commit to yourself to actually get your insulation upgraded.

Installing insulation is something that many people put off over and over again. But every day we delay, it shortens the amount of time we can enjoy the convenience of a efficiently performing building. Not to mention we spend another day worried about when it will contribute to other things malfunctioning in the structure.

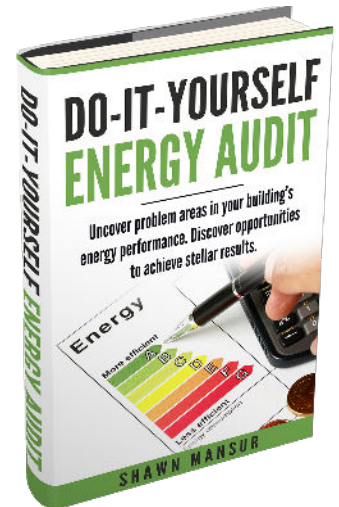
2. List your insulation goal.

Do you simply want more insulation in the attic, or do you want a efficient air sealed building envelope that raises the value of your client's building? A cheap fix will keep you going, but you will want to find a thorough, reputable insulation company if you want to get smart honest work done.

3. Ask the insulation company questions.

Be sure to ask the following questions when interviewing companies:

- What does your problem assessment method look like?
- What will the outcome be for my project's building envelope?
- Do you offer any guarantees?
- Can I see a list of references?
- What training do your applicators have?
- Which local trade associations are you a member of?
- What is the charge if you come out if I don't have work done?
- Does your company have a physical office address in Austin?
- What if my project doesn't need all of the material I paid for?



[Click to check out the DIY Energy Audit](#)

When you get the answers to these questions first, you will be in the right position to receive good value for the money you invest and you will be please the the results.

4. Get your quote and contract in writing.

After you have chosen a insulation pro that appears to the best right fit for your needs, ask for a written quote and contract to help ensure that both of you are on the same page regarding the materials, labor, and condition of your building's insulation.

When you follow these 4 steps you can rest assured that you will receive the best possible results when choosing a insulation company for your project.

What to Expect from a Good Insulation Company

When you know the right questions to ask, you will be significantly better at avoiding problems.

Here is what you should expect:

- **No hidden costs.** Expect an itemized costs for the service and exact prices in writing BEFORE the applicator begins each portion of the service to be provided. Do not feel pressured to accept more services than you request.
- **Client satisfaction.** Insulation companies should offer solid workmanship guarantees in writing.
- **Full Audit.** Before the insulation pro begins any work they should perform a full written audit of your project's energy performance to identify the problem areas you know of as well as lurking dangers. They should then provide you a summary and written quote before work begins. Ensure that all work to be done is in the initial quote so you are not signing an "open work order" where they can add things in without getting your per item permission.
- **Ratings & Reviews.** A insulation company should have a long list of great ratings and reviews provided by third party verified organizations.
- **Proper Insurance & Credentials.** Letting a worker onto your job-site without proper insurance and credentials is a huge liability for you if they get hurt. It is also a liability for you if your team or client gets hurt from the insulation pro's work and have no way to recoup damages.
- **A physical business address in the city of Austin** indicates that they are a local company and not a national call center that dispatches technicians to every type of construction job.
- **Company information on their truck and rigs.** Companies that fail to identify themselves on their work truck may be fly-by-night contractors. Also, if they don't have "insulation" in their name, this may indicate a general handyman who is the Jack of all trades and the master of none.

- **Clean up.** It is good to work with a company that cleans up when they are done because it indicates that they follow through and complete all of their correctly.
- **Clean, organized trucks and uniformed technicians.** If the company does not look professional in person, you should have serious doubts about the quality of their work.

The best tip of all on what to expect is this. Expect to trust what your intuition or gut is telling you about a company. Anybody can get their act together to appear to be a good company, but your sense of something being wrong is probably right. Trust yourself, not the salesman.

About the Author: The Story of Stellrr

Hello! Thank you for reading my General Contractor's Awareness Guide. My name is Shawn Mansur. I am confident that you can now easily avoid getting misled and tricked into overpaying for insulation services.

I wrote this guide because I was so fed-up and frustrated by hearing horror stories of good Builders 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.

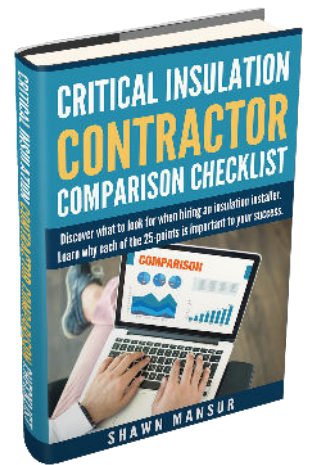
My wife Shelley and I have lived in Austin TX since summer of 2007. Today we have two children Scarlett, Sterling, and our puppy Silas. Our company Sterling Win LLC has been located in downtown Austin at the same address since 2007. We are here to stay.

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 Performance 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. 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 applicators have an extensive background check, drug testing, uniforms, and cleanliness requirements as a condition of employment. We are fully insured in every aspect which protects you from risk. 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 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 like NARI, CBUSA, HBA and more 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 project'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:



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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 Hotels for Hope

"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 was very professional, on time, and installed as promise. Nice friendly workers. They called me before he showed up. They took care of everything nicely. They are reliable so you don't have to worry about it. They do what they promise to do. Straightforward process and reasonable charge." — Minh, Austin Homeowner

"Shawn, you did a great job. I really appreciate you helping us!" — Greg, GM at Sprouts

"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

"This is a great outfit. Shawn's team is super-friendly, the service is excellent, and the equipment is first-rate. Don't hesitate to call them." — John Dollard, Austin Homeowner

"Fantastic experience! Good price. Great timeliness, reliability and professionalism. Loved it." — Sean Downing, BancVue of Austin

"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

————— **\$132 Gift Certificate** —————

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: _____

