

# Sharing Best Practices Benefits EVERYONE

***A relentless commitment to sharing attic ventilation best practices has helped roofing professionals AND homeowners across North America***

By Paul Scelsi



**B**ack in 1998, Air Vent embarked on a FREE technical program for residential roofing pros across North America dedicated to proper attic ventilation principles. I have

had the special privilege of presenting a version of it for the CRCA Trade Show attendees the past two winters. The 20th anniversary (1998-2018) of *Attic Ventilation: Ask the Expert™* Seminar is a good time to look back on what attendees say the program has meant to them and the roofing industry.

From the start, the goal of the program was to arm the industry with scientifically proven best practices as it pertains to attic airflow. Some of that science came from Air Vent Inc.'s own testing. For example, for the most efficient flow of air through an attic so that it can help to fight heat buildup, moisture buildup and ice dams, it's essential that it be *continuous* along the entire ridge (at the roof's peak) and *continuous* at the roof's eave (low on the roof). Only continuous airflow balanced equally with intake and exhaust vents delivers this highly efficient flow. The combination of ridge vents and soffit vents deliver this. Additionally, only ridge vents designed with an external baffle use the wind to pull extra air out of the attic through the vent. That's because the external baffle takes advantage of the Bernoulli Principle, in which the wind deflects up and over the ridge vent's external baffle to create a pocket of low pressure above both sides of the vent's airflow louvers. This low pressure literally pulls air. It's stronger than thermal effect (warm air rising). And it only requires the slightest of wind speeds, as slight as a gentle breeze.

But soon, the program expanded due to the generous participation of the attendees. They started sharing their *field-proven* best practices. And, then it snowballed. Today, the seminar is packed with contractor-provided,

real-world information we're able to neatly package and deliver across North America in person.

## **Installation Insights**

From the ever-expanding and tremendously popular "Installation Tips & Mistakes" shared during the programs, here are a handful that have had an impact on attendees.

- "Don't mix types of exhaust vents (*because it could short-circuit the system*) and make sure the ratio of intake and exhaust venting is equal," (*because balanced attic ventilation is most efficient*). – Chris Kostopoulos, Project Manager, Mike Huddleston Roofing Systems, Mansfield, TX.
- "Check with the manufacturer of the soffit vent to be sure the Net Free Area is sufficient for the exhaust vent being used," (*because if the exhaust vents do not have enough intake they can pull the missing air from themselves and ingest weather*). – Richard Turner, Owner, Turner Remodeling, High Point, NC
- "Keep the exhaust vents all on the same elevation (*because the lower vents could become the intake vents they are not designed to be*) and do not mix exhaust vent types," (*once again, short-circuiting!*). – Benjamin Black, Project Manager, Jon Wright Industries, Irving, TX.

## **Credibility and Sales Boost**

The open sharing of information during the Q & A portion of the seminar is impressive to witness.

"In this chaotic time of running a company sometimes it's easy to forget the importance of explaining WHY to a homeowner. You just try to get the quote to them and hope they choose your company," says Sabrina Johnson, President, KDCO Home Improvement, Akron, OH. "When I attend this seminar, it solidifies the importance of communicating the WHY and RATIOS needed for proper ventilation. It also sets me apart from the other

contractors making me more knowledgeable and professional and setting a standard for the homeowner as to why they should choose me.”

### **Solving Problems**

Some attendees pick up tidbits that help them tackle a tricky project. Others learn about ventilation products they were unfamiliar with previously that expands their offering to homeowners.

“We were reroofing a condo complex and were placing orders for materials at the same time we attended this seminar,” says Chris Teem, owner, Priority Restoration, Centennial, CO. “It hit me like a ton of bricks just as the topic of solar powered fans surfaced during the seminar listening to how they function and in which situations they are best used. This is what we need for the condo project. We ordered 24 of them the next day.”

### **Knowledge is Power**

One of the most-used and appreciated tips came courtesy of former Air Vent engineer Dustin Ciepliski in

2001. “The best tip I have learned at the seminar is the calculation shortcut ‘divide attic square footage by 2’ which equals square inches of intake needed and square inches of exhaust needed,” says Jake Jacobson, Vice President, SF5 Construction, Little Elm, TX.” Jacobsen uses this shortcut as a quick estimate, not as a final calculation, especially for steep roofs.

To the thousands of roofing contractors, builders, remodelers, wholesale distributors, inspectors, architects, designers, code officials, and others in the roofing industry who attended and participated, thank you. It has been my privilege to be the host of the Air Vent seminar since 1998. 

*Paul Scelsi is marketing communications manager at Air Vent, Inc. and has presented on Attic Ventilation at the CRCA Trade Show & Seminars in 2017 and 2018. He is chairman of the Asphalt Roofing Manufacturers Association Ventilation Task Force. For more information, visit [www.airvent.com](http://www.airvent.com).*